

Flexle Privacy Policy

Effective date: August 15, 2026

This privacy policy applies to the Flexle app for mobile devices, together with any related services operated by Liam Taylor (collectively, the "Application"). Liam Taylor is hereby referred to as the "Service Provider".

Information Collection and Use

The Application collects information when you download and use it. This information may include:

- Your device's Internet Protocol address
- The pages of the Application that you visit, the time and date of your visit, the time spent on those pages
- The time spent on the Application
- Your mobile operating system

iCloud Data Sync

The Application uses Apple's iCloud Key-Value Store to synchronise your gameplay progress across devices signed in to the same Apple ID. The following data may be stored in iCloud and shared across your devices:

- Game history and results
- Experience points (XP) and level progress
- Hint balance
- Application preferences such as whether you have completed the onboarding tutorial
- Daily word completion status and streak

This data is stored securely in Apple's iCloud infrastructure and is governed by Apple's Privacy Policy. It is not accessible to the Service Provider. You can disable iCloud sync for Flexle at any time by going to Settings → Apple ID → iCloud → Apps Using iCloud and turning off Flexle. Disabling iCloud sync will not delete locally stored data on your device.

In-App Purchases

The Application offers optional in-app purchases, including hint packs, to enhance gameplay. All purchases are processed entirely by Apple through StoreKit. The Service Provider does not collect, see, or store your payment details, card numbers, or billing information — this is handled exclusively by Apple in accordance with Apple's Privacy Policy. The Service Provider only receives confirmation that a purchase was completed, which is used to unlock the relevant content (e.g. additional hints) on your device. Purchase history may be included as part of Apple's standard App Store transaction records, which are governed by Apple's own policies.

Notifications

The Application may send you local, on-device notifications — for example, a daily reminder if you haven't completed that day's Daily Word — if you choose to enable this feature in Options. These notifications are scheduled entirely on your device using Apple's notification framework and do not involve any external server, push notification service, or transmission of your data to the Service Provider or any third party. You can enable or disable these reminders at any time in the Application's Options screen, or by adjusting notification permissions for Flexle in your device's Settings app.

Cookies and Tracking Technologies

The Application does not use Apple's App Tracking Transparency framework and does not track you across other companies' apps or websites. The Application's advertising SDK may use device-level technical data (such as a non-tracking device identifier and basic ad interaction data) solely to serve and measure ads within the Application itself.

Your Rights

You may request access to, correction of, or deletion of your personal data held by the Service Provider. To exercise these rights, or to withdraw consent where processing is based on consent, contact the Service Provider at LPT_Studio@icloud.com.

Your California Privacy Rights (CCPA/CPRA)

If you are a California resident, you have the right to know what personal information is collected, the right to delete personal information, the right to opt out of the sale or sharing of personal information, and the right to non-discrimination for exercising these rights. To exercise your CCPA/CPRA rights, contact the Service Provider at LPT_Studio@icloud.com.

The Service Provider may use the information you provide to send important information, required notices, and, where permitted by law, marketing communications.

For a better experience while using the Application, the Service Provider may require you to provide certain personally identifiable information. The information the Service Provider requests will be retained and used as described in this privacy policy.

Third Party Access

Only aggregated, anonymized data is periodically transmitted to external services to aid the Service Provider in improving the Application and their service. The Service Provider may share your information with third parties in the ways that are described in this privacy statement.

Please note that the Application utilises third-party services that have their own Privacy Policy about handling data. The third-party service providers used by the Application are:

- Unity LevelPlay (advertising) — <https://unity.com/legal/game-player-and-app-user-privacy-policy>
- Apple iCloud — <https://www.apple.com/legal/privacy/>
- Apple StoreKit (in-app purchases) — <https://www.apple.com/legal/privacy/>

The Service Provider may disclose User Provided and Automatically Collected Information:

- As required by law, such as to comply with a subpoena or similar legal process
- When they believe in good faith that disclosure is necessary to protect their rights, protect your safety or the safety of others, investigate fraud, or respond to a government request
- With their trusted service providers who work on their behalf, do not have an independent use of the information the Service Provider discloses to them, and have agreed to adhere to the rules set forth in this privacy statement

International Data Transfers

The Service Provider or its third-party service providers may transfer personal data to countries outside your country of residence, including outside the European Economic Area (EEA). Where applicable law requires safeguards for international transfers, the Service Provider will use appropriate mechanisms including Standard Contractual Clauses (SCCs) approved by the European Commission, adequacy decisions or other legally recognised transfer mechanisms, or your consent where required and legally permitted.

Opt-Out Rights

You can stop further collection of information from your mobile device by uninstalling the Application. Uninstalling will stop the Application from collecting data from your device, but it does not automatically delete information that has already been transmitted to the Service Provider or to third parties.

To request deletion of your personal data, to withdraw consent, or to exercise any of your rights, contact the Service Provider at LPT_Studio@icloud.com.

Data Retention Policy

The Service Provider retains personal data based on its necessity for the stated purposes:

- User Provided Data: Retained for the duration of your use of the Application plus 12 months thereafter, unless longer retention is required by law

- Automatically Collected Data: Retained for up to 24 months from collection, unless longer retention is required for legal compliance
- iCloud Synced Data: Retained in iCloud for as long as you have an active Apple ID with iCloud enabled. You may delete this data at any time by disabling iCloud sync for the Application or deleting your iCloud data via Apple's settings
- In-App Purchase Records: Retained by Apple as part of your App Store purchase history, in accordance with Apple's own retention policies — the Service Provider does not separately store your payment or purchase records
- Notification Preferences: Retained locally on your device for as long as the Application is installed, and removed when you uninstall the Application
- Aggregated and Anonymized Data: Retained indefinitely as it no longer identifies you
- Data required for legal compliance: Retained as long as required by applicable law

You may request deletion of your personal data, subject to any legal obligation to retain it. If you want the Service Provider to delete User Provided Data submitted through the Application, please contact them at LPT_Studio@icloud.com.

Children

The Application is suitable for all ages and is rated 4+ on the App Store. The Service Provider does not knowingly collect personally identifiable information from children. The Application does not require account creation or the submission of any personal information to use.

If you are a parent or guardian and you are aware that your child has provided the Service Provider with personal information, please contact the Service Provider at LPT_Studio@icloud.com so that they will be able to take the necessary actions.

Security

The Service Provider is concerned about safeguarding the confidentiality of your information. The Service Provider provides physical, electronic, and procedural safeguards to protect information the Service Provider processes and maintains.

Data Breach Notification

If a data breach occurs that affects your personal data, the Service Provider will notify you in accordance with applicable legal requirements, including, where required, providing information about the nature of the breach and the steps being taken to address it.

Changes

The Service Provider may update this Privacy Policy from time to time. The Service Provider will notify you of material changes by posting the updated Privacy Policy with an effective date. Where required by law, the Service Provider will seek your consent to material changes before they take effect.

Previous versions of this Privacy Policy will be maintained and made available upon request by contacting the Service Provider at LPT_Studio@icloud.com.

Your Consent

Where processing is based on consent, you provide that consent by affirmatively opting in to the relevant feature or action. You may withdraw consent at any time without affecting processing carried out before withdrawal. Processing based on other lawful bases is carried out as described above.

Contact Us

If you have any questions regarding privacy while using the Application, or have questions about the practices, please contact the Service Provider via email at LPT_Studio@icloud.com.