

Privacy Policy

Last updated 2026-07-02

This Privacy Policy explains what data the **Football Encyclopedia** iOS application (the “App”, bundle ID `com.nm.footballencyclopedia`) collects, how it is used, and the choices you have. The App is provided by an independent developer (referred to here as “we” or “us”). Contact: soft.sculptors13@gmail.com.

1. What we collect

We collect as little as possible. The App does **not** ask you to create an account and does **not** collect your name, email, phone number, postal address, or any other directly identifying information.

- **On-device only.** Quiz progress, best scores, favoured clubs and competitions, notification preferences, and Maestro usage counters are stored locally on your device using iOS standard storage. We never see this data.
- **“Ask The Maestro” AI feature.** When you send a question to The Maestro, the question text is transmitted over HTTPS to our backend (hosted on Cloudflare Workers, Inc.), which forwards it to **OpenAI L.L.C.** (<https://openai.com>) to generate the answer. The answer is returned to your device. We do not store the question or the answer on our backend beyond the time required to serve the response. Before your first AI question, the App displays an in-app consent screen that requires your explicit approval before any data is sent to OpenAI.
- **Anonymous analytics.** The App uses Google Firebase Analytics and Firebase Crashlytics to understand how features are used (e.g. which screens are visited, whether a purchase succeeded, whether a quiz was completed) and to receive crash diagnostics. Events are tied to a randomly generated install identifier, not to your name or email. See firebase.google.com/support/privacy.
- **Advertising.** Free users see advertisements served by Google AdMob (native cards, interstitials, rewarded videos, and an “app-open” ad on return from background). AdMob may use the device’s advertising identifier (IDFA) for ad attribution if you grant permission via the iOS App Tracking Transparency prompt. If you decline ATT, ads still appear but are not personalised. Premium subscribers see no ads.
- **Campaign attribution.** If you arrived in the App from a Google Ads or Meta (Facebook) Ads campaign, the App fires standard conversion events (`first_open`, `purchase`, etc.) to the respective ad network so the advertiser can measure campaign performance. These events contain product identifiers and revenue amounts, not personal data.
- **In-App Purchases.** Premium subscriptions are billed and processed by Apple via StoreKit and handled by RevenueCat, Inc. for receipt validation. The App receives entitlement confirmation only. We never see your payment-card details.
- **Rate-limit metadata.** To prevent abuse, our backend stores a per-IP counter (just a number) for 60 seconds before discarding it. No content of your questions is associated with this counter.

- **Notifications.** Daily reminders (“Did You Know?”, “On this day in football history”, “Daily quiz”) are scheduled locally on your device. We do not send remote push notifications and we do not know whether you opened any specific notification.

2. App Tracking Transparency

When you first launch the App, iOS may ask whether you want to allow tracking. This is the App Tracking Transparency (ATT) prompt required by Apple. Granting permission lets AdMob and Meta (Facebook) use the device advertising identifier (IDFA) for cross-app ad attribution, which typically results in more relevant ads. Denying permission still allows the App to function fully; ads remain visible but are not personalised. You can change this choice at any time in iOS Settings → Privacy & Security → Tracking.

3. Children's privacy

The App is rated suitable for general audiences. It is not directed at children under 13. We do not knowingly collect personal data from children. If you believe a child has interacted with the App in a way that involved personal data, contact us and we will assist.

4. Service providers we rely on

The following third parties process limited data on our behalf for the App to function. Each operates under its own privacy policy.

- **Cloudflare, Inc.** — hosts the API backend that proxies The Maestro requests. Cloudflare receives the request IP and the question text in transit. See cloudflare.com/privacypolicy.
- **OpenAI, L.L.C.** — generates The Maestro answers from your question text. Training-data opt-out is enabled on our API account. See openai.com/policies/privacy-policy.
- **Google LLC (Firebase Analytics & Crashlytics).** — receives anonymous app-usage events and crash diagnostics so we can fix bugs and improve the App. See firebase.google.com/support/privacy.
- **Google LLC (AdMob).** — serves the in-app advertisements to free users. AdMob may collect the device IDFA (only if ATT is granted), coarse geographic region, and ad-interaction data. See support.google.com/admob/answer/6128543.
- **RevenueCat, Inc.** — handles subscription receipt validation and entitlement tracking. RevenueCat sees the Apple anonymous identifier and the subscription product purchased. See revenuecat.com/privacy.
- **Meta Platforms, Inc. (Facebook).** — if the App was opened from a Facebook ad campaign, Meta receives standard conversion events for attribution. Personal identifiers are sent only if ATT is granted. See facebook.com/about/privacy.
- **Apple Inc.** — processes In-App Purchases via StoreKit and handles App Store Server Notifications. See apple.com/legal/privacy.

5. Account deletion

Because the App does not create accounts, there is nothing for us to delete on our side. You can erase all local App data by uninstalling the App from your device. Apple's standard procedure for

account-style deletion is satisfied by uninstallation. If you have questions, email soft.sculptors13@gmail.com.

6. Your rights

Depending on where you live (EU/EEA, UK, California, others), you may have rights to access, correct, delete, restrict, or port any personal data held about you. Because we don't hold personal data about you directly — only anonymous device-level identifiers via the third parties listed in Section 4 — these rights are largely satisfied by uninstalling the App and revoking ATT permission. If you believe we hold data about you, email soft.sculptors13@gmail.com.

7. Security

Traffic between the App and our backend uses HTTPS (TLS). Our OpenAI API key never leaves the Cloudflare backend. Our shared-secret header is rotated if abuse is detected. We do not store payment information or passwords.

8. Changes to this policy

If this Policy materially changes, we will update the “Last updated” date at the top of this page. Continued use of the App after a change means you accept the revised Policy.

9. Contact

Email: soft.sculptors13@gmail.com

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