

Privacy Policy

****Effective Date: August 9, 2025****

Playr ("we," "us," or "our") operates the Playr mobile application (the "App") available through app stores, accessible at plyr.fun. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our App. By using the App, you agree to the collection and use of information in accordance with this policy. If you do not agree with our policies and practices, please do not use the App.

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Effective Date" at the top. You are advised to review this Privacy Policy periodically for any changes.

1. Information We Collect

We collect personal information that you voluntarily provide to us when you register for an account on the App. This includes:

- ****Personal Identifiers****: Name, email address, and phone number.

This information is collected through registration forms within the App.

We do not use cookies, analytics tools, or other tracking technologies to collect data automatically.

2. How We Use Your Information

We use the information we collect for the following purposes:

- To create and manage your user account, ensuring each user is identifiable and their data is securely stored.
- To facilitate your use of the App, including buying and selling memecoins inspired by professional athletes.
- To communicate with you regarding your account, transactions, or App updates.
- To comply with legal obligations and protect our rights.

We do not use your information for marketing purposes unless you opt-in separately.

3. Sharing and Disclosure of Information

We may share your information with third-party service providers to enable certain features of the App, such as processing deposits into your turnkey wallets. These third parties include:

- Stripe
- Moonpay
- Coinbase Pay

These providers are contractually obligated to use your information only for the purposes we specify and to protect it in accordance with applicable laws.

We do not sell your personal information to third parties.

We may also disclose your information:

- To comply with legal requirements, such as responding to subpoenas, court orders, or other governmental requests.
- In connection with a merger, sale, or transfer of all or part of our business.
- To protect the rights, property, or safety of Playr, our users, or others.

4. Data Security

We prioritize the security of your information and implement reasonable administrative, technical, and physical safeguards to protect it, including SSL encryption for data transmission.

Please note that customer funds are never handled directly by our App; all funds are stored in self-hosted custodial wallets owned and controlled by each user. While we strive to use commercially acceptable means to protect your personal information, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

5. Your Rights and Choices

Depending on your location, you may have certain rights regarding your personal information, such as under the California Consumer Privacy Act (CCPA) if applicable. These may include:

- The right to access the personal information we hold about you.
- The right to request correction or deletion of your personal information.
- The right to opt-out of the sale of your personal information (though we do not sell data).

To exercise these rights, contact us at the information provided below. We will respond to verifiable requests within the timeframes required by law.

You can update your account information at any time through the App settings.

6. Data Retention

We retain your personal information for as long as necessary to provide the App's services and fulfill the purposes outlined in this Privacy Policy, or as long as the App is functioning. We may also retain data as required by law or for legitimate business purposes, such as resolving disputes or enforcing agreements.

7. Children's Privacy

Our App is not intended for children under the age of 13, and we do not knowingly collect personal information from children under 13. If we become aware that we have collected such information, we will take steps to delete it promptly.

8. International Data Transfers

As a USA-based company, your data may be processed and stored in the United States. If you are located outside the United States, please note that data protection laws may differ from those in your jurisdiction. By using the App, you consent to the transfer of your information to the United States.

9. Changes to This Policy

We may update this Privacy Policy to reflect changes in our practices or for other operational, legal, or regulatory reasons. We will post the revised policy on the App and update the Effective Date. Your continued use of the App after changes constitutes acceptance of the updated policy.

10. Contact Information

If you have questions about this Privacy Policy or our privacy practices, please contact us at:

Playr
playrhelp@gmail.com
Plyr.fun

This Privacy Policy applies only to our App and not to any third-party sites or services linked from it.