

JAPANE EZY

# Privacy Policy

Effective when Japane ezy v2 is released

Last updated: July 27, 2026

**Version notice.** The sections concerning advertising, Pro subscriptions, Koi purchases, and paid word packs apply when Japane ezy v2 containing those features becomes available to you. Until then, the data practices of your currently installed version remain unchanged.

Japane ezy is operated by Valentyna Polienova, Ukraine (referred to as "Japane ezy," "we," "us," or "our"). This Privacy Policy explains what information we collect when you use the Japane ezy mobile application, why we collect it, how it is used, when it may be disclosed, and the choices available to you.

**Contact:** [valentynapolienova@gmail.com](mailto:valentynapolienova@gmail.com)

## 1. Information We Collect

### 1.1 Account and sign-in information

When you create or access a Japane ezy account through Google or Apple, we may process:

- your name, where provided by Google or Apple;
- your email address, including an Apple private relay address when you use Hide My Email;
- a unique identifier associated with your Google or Apple account; and
- authentication status and information required to create, maintain, and secure your account.

Japane ezy supports Sign in with Apple and Google Sign-In. We do not provide email-and-password accounts.

### 1.2 Learning and personalization data

We process information about your use of Japane ezy learning features, including:

- known kanji;
- saved kanji and words;
- JLPT preferences;
- quiz answers and quiz results;
- XP, streaks, and related achievement data;
- learning progress;
- unlocked or purchased word packs; and
- quiz sessions and rewards used to calculate Koi earnings.

This information is associated with your account and stored on our backend so that Japane ezy can provide personalized learning content, preserve your progress, and synchronize information across supported devices.

### 1.3 Koi wallet and transaction information

Koi are virtual credits that may be earned through learning activities or purchased through the Apple App Store or Google Play. To operate the Koi wallet and prevent duplicate, fraudulent, or incorrect transactions, we may process:

- your current Koi balance;
- Koi earned through quiz sessions;
- Koi purchased through an app store;

- Koi spent on word packs or other eligible in-app content;
- transaction dates, amounts, types, identifiers, and statuses;
- records of refunds, reversals, corrections, or administrative adjustments; and
- technical information needed to verify and reconcile transactions.

Koi transaction records are associated with your Japaneeszy account. Koi are limited-use virtual credits within Japaneeszy and cannot be withdrawn or redeemed for cash.

#### 1.4 Subscription and purchase information

Japaneeszy may offer a Pro subscription and consumable Koi purchases through Apple StoreKit and Google Play Billing. Apple or Google processes your payment method and payment-card information. Japaneeszy does not directly receive or store your complete payment-card details.

We may receive and process:

- the product purchased and the platform through which it was purchased;
- transaction identifiers, purchase tokens, or signed transaction information;
- purchase date, amount, and status;
- subscription status, renewal, expiration, cancellation, grace-period, billing-retry, refund, or revocation information; and
- information required to verify a purchase and grant the corresponding Pro entitlement or Koi balance.

Pro subscription status is stored on our backend and associated with your account so that Pro access can be provided and synchronized. Purchases and refunds are also subject to the applicable terms and policies of Apple or Google.

#### 1.5 Advertising and ad-related information

The free version of Japaneeszy may display advertisements supplied by Google AdMob. Japaneeszy uses:

- interstitial advertisements shown when a user taps "Next session" on the quiz-summary screen, before the next questions load; and
- native advertisements displayed inline after a configured number of items in the Word Packs list and after a configured number of word examples on the Kanji detail page.

Japaneeszy does not use banner advertisements or rewarded advertisements.

Google AdMob and related technologies may automatically process information needed to request, deliver, secure, limit, and measure advertisements. Depending on the platform, device, region, consent choices, and Google configuration, this may include:

- device and app information;
- operating-system and app versions;
- IP address and approximate location inferred from the IP address;
- advertising interactions such as impressions and clicks;
- diagnostic and performance information;
- identifiers available to the advertising SDK; and
- information used to detect fraud, abuse, invalid traffic, and security incidents.

Japaneeszy does not provide Google AdMob with your email address, Apple or Google sign-in identity, saved vocabulary, quiz answers, Koi balance, or learning progress for ad selection. Japaneeszy currently uses Google demand only and does not integrate third-party mediation networks.

#### 1.6 Advertising consent and iOS tracking

Japaneeszy uses Google User Messaging Platform (UMP) to request and manage advertising consent where required, including for users in the European Economic Area, the United Kingdom, and Switzerland. Consent

choices may determine whether Google can use personal data for personalized advertising or must serve limited or non-personalized advertising, subject to Google policies and technical availability.

Where UMP indicates that privacy choices must remain accessible, Jananeezy provides a Privacy options entry in the Profile or Settings area so that you can review or change eligible advertising choices.

On iOS, Jananeezy does not request permission through Apple App Tracking Transparency and does not include `NSUserTrackingUsageDescription`. Jananeezy does not intentionally access the Identifier for Advertisers for cross-app or cross-website tracking. The absence of an ATT request does not mean that no technical or advertising data is processed by Google AdMob; Google processing is governed by its own privacy terms, consent signals, and applicable configuration.

### 1.7 Push-notification data

If you enable push notifications, we process a device or push-notification token and related technical information needed to deliver notifications through Firebase Cloud Messaging. You can disable notifications at any time through your device settings.

### 1.8 Crash diagnostics and bug reports

We use Firebase Crashlytics to collect crash reports and diagnostic information, which may include the app version, device model, operating-system version, crash traces, error logs, technical identifiers, and information about the app state when an error occurred.

Jananeezy also includes a shake-to-report-a-bug feature. When you choose to submit a report, we process the report text and technical diagnostic information included with it. We use this information to investigate and resolve technical problems.

### 1.9 Information we do not intentionally collect

Jananeezy does not intentionally collect precise location, contacts, photos or media-library contents, health data, complete payment-card information, or the contents of private communications unrelated to support or bug reports.

## 2. How We Use Information

We use information to:

- authenticate users through Google or Apple;
- create, maintain, and secure user accounts;
- provide personalized Japanese-learning quizzes and content;
- save and synchronize learning preferences and progress;
- calculate and grant Koi earned through eligible activities;
- maintain Koi balances and transaction histories;
- allow users to unlock word packs and other eligible content;
- process and verify Koi purchases;
- activate, maintain, restore, and verify Pro subscriptions;
- process refunds, reversals, and transaction corrections;
- display, deliver, measure, and secure advertisements;
- apply advertising consent choices and suppress standard advertisements for active Pro users;
- deliver push notifications that users have enabled;
- detect, investigate, and fix crashes, bugs, and technical problems;
- prevent fraud, duplicate transactions, abuse, and unauthorized access;
- provide customer support and respond to privacy or deletion requests; and
- comply with applicable legal obligations and protect legal rights.

### 3. Legal Grounds for Processing

#### 3.1 Performance of a contract

We process information where necessary to provide Japane ezy and perform our agreement with you, including account access, learning progress, Koi accounting, purchased content, and Pro benefits.

#### 3.2 Legitimate interests

We may process information for legitimate interests in operating, securing, improving, and supporting Japane ezy; preventing fraud and duplicate transactions; resolving technical problems; and displaying and measuring advertisements where permitted. We consider the potential impact on users and apply safeguards where required.

#### 3.3 Consent

We rely on consent where applicable, including for push notifications and advertising technologies or personalized advertising where consent is legally required. You may withdraw or change eligible consent through the relevant app, device, or privacy settings. Withdrawal does not affect processing that occurred lawfully before withdrawal.

#### 3.4 Legal obligations

We may process or retain information where required to comply with law, lawful requests, tax or accounting requirements, or the establishment, exercise, or defense of legal claims.

### 4. Advertising Choices

Users of the free version may receive advertisements. Active Pro users should not receive Japane ezy standard in-app advertisements.

Where required, UMP presents an advertising privacy or consent interface before Japane ezy requests ads. The available choices and wording depend on the user region, Google configuration, and applicable law. Where UMP requires a persistent entry point, users can reopen Privacy options from the Profile or Settings area.

Declining optional personalized-advertising processing does not necessarily remove advertisements. It may result in limited or non-personalized ads. Ads may also be limited or unavailable if consent has not been established, the user is offline, or no advertisement is available.

### 5. Technologies and Service Providers

| Provider / technology           | Purpose                                                                                |
|---------------------------------|----------------------------------------------------------------------------------------|
| Google Firebase Authentication  | Account authentication and identity management.                                        |
| Google Firebase Crashlytics     | Crash reporting and technical diagnostics.                                             |
| Google Firebase Cloud Messaging | Delivery of push notifications.                                                        |
| Google Cloud                    | Hosting and operation of backend services.                                             |
| Google Cloud Firestore          | Storage of account, learning, Koi, transaction, and entitlement information.           |
| Google AdMob                    | Delivery, measurement, consent-aware configuration, security, and fraud prevention for |

|                                              |                                                                                                                              |
|----------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
|                                              | advertisements.                                                                                                              |
| Google User Messaging Platform               | Collection and management of advertising consent and privacy choices where required.                                         |
| Sign in with Apple                           | Authentication through the user Apple account.                                                                               |
| Google Sign-In                               | Authentication through the user Google account.                                                                              |
| Apple StoreKit and App Store services        | Processing and verification of iOS subscriptions and Koi purchases.                                                          |
| Google Play Billing and Google Play services | Processing and verification of Android subscriptions and Koi purchases.                                                      |
| Japanezy Python backend services             | Application logic, purchase verification, Koi accounting, entitlement management, and communication between app and backend. |

These providers may process information under their own privacy policies and terms. Google AdMob may process certain advertising data for purposes described in Google policies and according to the consent signals and configuration applicable to the user.

## 6. Sharing and Disclosure

We may disclose information:

- to the service providers listed above where necessary to operate Japanezy;
- to Apple or Google where necessary to process, verify, restore, refund, or investigate a purchase;
- to Google AdMob where necessary to request, display, secure, and measure advertisements in accordance with applicable consent choices;
- when required by law, regulation, legal process, or a valid governmental request;
- when reasonably necessary to protect users, prevent fraud or abuse, enforce rights, or defend legal claims; and
- in connection with a merger, acquisition, financing, reorganization, sale of assets, or similar business transfer, subject to appropriate safeguards.

We do not sell personal information for money. We do not provide account identity, email address, learning progress, quiz answers, or Koi wallet information to advertising providers for ad selection. We do not intentionally track users across apps or websites owned by other companies.

## 7. Data Retention and Account Deletion

We retain account information, learning data, Koi wallet records, unlocked word-pack records, and subscription-entitlement information for as long as your Japanezy account remains active, unless a longer period is required or permitted for legal, financial, security, fraud-prevention, or dispute-resolution purposes.

When you use the in-app Delete Account function, your account and associated learning data are scheduled for deletion from active systems. Some limited records may need to be retained after deletion, including:

- purchase and transaction records required for financial, tax, accounting, fraud-prevention, or legal purposes;
- records needed to resolve a payment dispute, refund, chargeback, or security incident;
- limited evidence of consent or privacy requests where legally required;

- information in backups until overwritten through the ordinary retention cycle; and
- crash or diagnostic information retained under Firebase Crashlytics settings or needed to investigate an existing issue.

Information retained after account deletion will be limited to the purpose requiring retention and will not be used to recreate your deleted account. Deleting the app does not delete your account. Use the in-app Delete Account function or contact us.

Deleting your Japanezy account does not automatically cancel an Apple App Store or Google Play subscription. You must separately cancel the subscription through the store account used for purchase.

## 8. Security

We use reasonable administrative, technical, and organizational safeguards designed to protect user information. Measures may include authenticated access, access controls, secure communications, transaction validation, duplicate-transaction prevention, and monitoring for unauthorized or fraudulent activity. No method of storage or transmission is completely secure, so we cannot guarantee absolute security.

## 9. International Data Transfers

Japanezy is available internationally. Information may be processed in Ukraine and in other countries where Google, Apple, or other service providers operate. Those countries may have privacy laws different from the laws in your place of residence. Where required, we rely on appropriate contractual, organizational, or legal safeguards for international transfers.

## 10. Your Privacy Rights

Depending on your location, you may have rights to request access to, correction of, deletion of, or a copy of your personal information; object to or restrict certain processing; withdraw consent where processing is based on consent; and complain to a competent data-protection authority.

To exercise a privacy right, contact [valentynapolienova@gmail.com](mailto:valentynapolienova@gmail.com). We may need to verify your identity before completing a request. Some requests may be restricted where retaining or processing information is required by law or necessary to protect security, legal rights, or the rights of others.

Advertising privacy choices may also be available through Japanezy Profile or Settings, your device settings, or your Google account settings.

## 11. Children

Japanezy is a general-audience language-learning application and is not specifically directed to children. We do not knowingly collect personal information from a child in a manner that violates applicable law. Where local law requires parental or guardian consent for a child to use an online service, the child may use Japanezy only with that consent.

A parent or guardian who believes that a child provided personal information without the required consent may contact us to request deletion. Advertisements may be subject to platform, regional, age-related, and advertising-provider restrictions. We do not knowingly provide account or learning-profile information to Google AdMob for selecting advertisements directed to children.

## 12. Third-Party Policies

Your use of some Japanezy features is also subject to the privacy policies and terms of third parties, including Google, Firebase, Google AdMob, Google Play, Apple, and the Apple App Store. Japanezy does not control those providers independent processing practices.

## 13. Changes to This Privacy Policy

We may update this Privacy Policy when Japanezy, our technologies, service providers, business practices, or legal requirements change. The revised version will show a new "Last updated" date. When changes are material, we may also provide notice through Japanezy or another appropriate channel. Where consent is required for new processing, we will request it separately rather than relying solely on publication of an updated policy.

## 14. Contact Us

Operator: Valentyna Polienova

Country: Ukraine

Email: [valentynapolienova@gmail.com](mailto:valentynapolienova@gmail.com)