
Privacy Policy

This Privacy Policy explains our policy regarding the collection and use of your information. As we update and expand our applications and products, this policy may change, so please refer back to it periodically. By using our applications and products, you consent to our information practices, including those aspects stemming from or depending on the independent services on which we rely.

What information do we collect?

Should you choose to opt in, we collect only the information we need to improve our applications and services (analytics data). We will request your consent within the application before collecting data, and no data will be collected without your approval. However, please do keep in mind that any election you make on one device may roam to your other devices, so you may not be prompted for permission on every device. Essentially what this means is that if you opt in to analytics on one device, you are also opting in for any other devices on which you install the application.

The analytics data that we collect includes (but is not limited to) the following:

- Page views within the application
- Control and input scheme modifications
- Menu control and hotkey usage
- Map load/save/restart frequencies
- Map completion status and difficulty level
- Map transition types and event responses
- Map failure types
- Music and sound interaction events
- Quest reversion frequency
- DLC purchases and pipeline health
- Custom storage selection events
- File activation types and events
- Documentation access events
- Charm usage

This list is not intended to be comprehensive, and is provided only to give you an idea of the type of data we collect. We reserve the right to make modifications to this list without updating our privacy policy.

The analytics data that we collect is viewed and used in aggregate form such that it cannot reasonably be manipulated to identify any particular individual user. To collect this data, we rely on Application Insights for Visual Studio Online, an analytics and telemetry service provided by Microsoft. In addition to the datapoints mentioned above, the Application Insights service will collect a standard set of baseline metrics related to your operating system, hardware, and device profile. Please read more about Application Insights to understand the set

of data included in this baseline. Please also keep in mind that the baseline may change as the Application Insights service evolves, so you should refer back to their documentation periodically for updates.

What do we use your information for?

Any analytics data we collect from you is analyzed in aggregate form to help us improve our applications and services (we continually strive to improve our applications based on data we receive from you). We do not use any personally identifiable information for marketing or advertising, though we may on occasion mention or display statistics that have been aggregated from across our user base.

How do we protect your information?

Analytics data we collect from our applications is processed and stored by the Microsoft Application Insights analytics and telemetry service for Visual Studio Online. We rely on their data protection mechanisms to keep your information secure - please read more about Application Insights to understand how it stores and secures data. Since these mechanisms may change as the Application Insights service evolves, you should refer back to their documentation periodically for updates.

Do we use cookies?

We do not use cookies.

Do we disclose any information to outside parties?

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties who assist us in developing or publishing our applications, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our policies, or protect ours or others rights, property, or safety. However, non-personally identifiable information may be provided to other parties for marketing, advertising, or other uses.

Should we choose to sell or otherwise transfer ownership of our applications and/or products, any data we have collected can be reasonably expected to accompany such sale or transfer. We may also sell, assign, or otherwise transfer such information in the course of acquisitions, mergers, reorganizations, divestitures, bankruptcies, dissolutions, liquidations, and/or similar transactions or proceedings involving all or a portion our holdings.

Keep in mind also that the analytics data that we collect is processed and stored by the Microsoft Application Insights service. This service is maintained separately from our own products and applications, so you should periodically refer to their policies regarding data sharing and disclosure, as they may differ

from our own. We have no responsibility or liability for the information, data, privacy, or other practices of Microsoft, though as we care highly about the integrity of our own products and applications we of course welcome any feedback related to how their services or practices may reflect on us.

Third Party Links

Occasionally, at our discretion, we may include, offer, or refer/link to third party products, sites, or services from within our applications. These third parties maintain separate and independent privacy policies, and we therefore have no responsibility or liability for their content and activities. Nonetheless, we seek to protect the integrity of our own products, and welcome feedback.

Application Privacy Policy Only

This privacy policy applies only to information collected by our applications, and not to any associated websites or services on which it might be posted.

Your Consent

By using our applications, you consent to our privacy policy, including those aspects of it which stem from or otherwise depend on the services on which we rely (such as Application Insights), whose policies may differ from our own and are maintained separately.

Changes to our Privacy Policy

If we decide to change our privacy policy, we will update this document and/or update the Privacy Policy modification date listed below. We are, however, not responsible for updating our policy or its modification date in the event of changes to the privacy policies or information/data practices of the services on which we rely.

This policy was last modified on 03/16/2014.

Note that if this document was distributed along with an application, you will need to ensure that the application is up to date in order to see the most recent version of our privacy policy.

Contacting Us

If there are any questions regarding this privacy policy, you may contact us using the information below:

[http://www.fracturedsands.com/
privacy@fracturedsands.com](http://www.fracturedsands.com/privacy@fracturedsands.com)