

Cookies and Web Beacons

Like many websites, zillion.games (including subdomains such as test.zillion.games) uses cookies and similar technologies (e.g., web beacons/pixels and local storage) to operate our site and improve your experience. A cookie is a small text file placed on your device by a web server. Cookies store information such as your preferences and the pages you visit, helping us tailor content and understand how our website is used.

You can accept, reject, or customize cookies at any time via our Cookie Settings (banner/modal). If you choose to decline non-essential cookies, some features may not function as intended. Essential cookies required to operate the website may still be set.

What we use

Essential cookies (required): Enable core functions such as page navigation, security, session management, and load balancing. The website cannot function properly without these.

Preference cookies: Remember choices like language or theme.

Analytics cookies: Help us understand how visitors use the site (e.g., pages visited, time spent) so we can improve performance and content.

Marketing/measurement cookies: Help us assess the effectiveness of our campaigns and (where applicable) refine audiences for ads on third-party platforms.

Tracking technologies & analytics

We may partner with selected third-party vendors to provide analytics and measurement services using first-party and third-party cookies, pixels, tags, and similar technologies. These may include, for example:

Google Analytics 4 (GA4), deployed via Google Tag Manager (GTM), to analyze traffic and usage patterns and generate aggregate reports.

LinkedIn Insight Tag to understand interactions with our LinkedIn ads, measure campaign effectiveness, and (where supported) build retargeting audiences. Collected metadata can include IP address, timestamp, device/browser characteristics, and page events. LinkedIn states that data is anonymized within seven (7) days and deleted within ninety (90) days.

Leadfeeder (now part of Dealfront) or similar B2B analytics tools that use cookies to analyze site usage (e.g., IP, pages visited, visit times) to help us understand how visitors engage with our content and improve our services.

By using the Zillion Games website, you consent to the collection and use of information by these vendors as described in their own privacy/cookie policies. We encourage you to review those policies and, where available, use vendor opt-out tools. If you do not want information collected via these technologies, you can disable cookies in your browser or adjust preferences in our Cookie Settings.

Note: We do not sell your personal information. We also do not transfer your personal information to analytics/ads vendors beyond what is necessary for the services described. Data shared is typically aggregated and/or pseudonymized.

Web beacons (pixels)

We may use web beacons (also known as clear GIFs or pixel tags) on our site and in our communications. These are tiny graphics embedded in pages or emails that work with cookies to recognize users, count visits, measure campaign performance, and determine whether an email has been opened or a link clicked.

Log files

Our servers may log standard information when visitors access the site. This can include IP address, browser type, Internet Service Provider (ISP), date/time stamp, referring/exit pages, and number of clicks. These logs are used to analyze trends, administer the site, track aggregate user movements, and gather broad demographic information. Log data is not linked to information that directly identifies you.

How we use information

We use information collected via cookies, web beacons, and logs to:

- provide, operate, and maintain the website;
- improve, personalize, and expand the website and its content;
- better understand and analyze how you use the website;
- develop new features and functionality;
- detect, prevent, and address fraud or security issues;
- manage recruiting processes if you apply for roles via our site;
- communicate with you (e.g., service messages, updates, and—where permitted—marketing).

Information security

We maintain reasonable administrative, technical, and physical safeguards designed to protect information against unauthorized access, use, alteration, and disclosure. However, no method of transmission over the Internet or method of electronic storage is fully secure, and we cannot guarantee absolute security.

International transfers

Given Zillion Games' global operations, your information may be processed in, transferred to, or stored on servers located outside of your country (including outside the EU/EEA). Where we transfer personal data internationally, we take appropriate measures to protect it in accordance with applicable law (e.g., contractual safeguards).

Access to and sharing of data

Zillion Games does not sell, rent, or lease your personal information. We may share data with trusted service providers (e.g., analytics, cloud hosting, customer support, email delivery) strictly for the purposes described in this policy and subject to confidentiality and security obligations. We may also disclose information if required by law or to protect our rights, users, or the public.

Your choices & rights

You can control cookies in several ways:

Cookie Settings on our site (banner/modal) to accept, reject, or fine-tune categories (except essential).

Browser settings to block or delete cookies. Instructions vary by browser/vendor.

Vendor opt-out tools where available (e.g., ad platform or analytics opt-out pages).

Depending on your location, you may have rights under data protection laws (e.g., GDPR) to request access, correction, erasure, restriction, objection, or data portability. To exercise these rights, contact us at support@zillion.games (or the contact listed below). We will respond within the time period required by applicable law.

Contact

If you have questions about this policy or our use of cookies and tracking technologies, contact: support@zillion.games