Privacy policy

Effective date: 9 November 2026
English-language RichDay service

1. Controller and scope

Fuix Cloud Software - FZCO is the controller for personal data processed in providing the English-language RichDay offer described in this policy. Fuix Cloud Software - FZCO. Registered address: Dubai Digital Park, Dubai Silicon Oasis, Building A1, Dubai, UAE. LEI: 984500R55B3FF037QF03. D-U-N-S: 85-019-0097. Customer support: support@richday.net.

This policy covers website use, account features, orders, game-service delivery, support and associated security activities. It should be read with the Terms of Service. A separate Russian-language offer identifies its own operator in its own documents; changing a display language does not itself transfer historical records or replace the operator for an earlier transaction.

We apply the UAE Federal Decree-Law No. 45 of 2021 concerning the Protection of Personal Data where it applies, together with other applicable privacy obligations. Questions and rights requests may be sent to support@richday.net.

2. Information processed

Account and contact information may include your game nickname, email address, account identifier, authentication records and profile preferences. If you choose a connected social sign-in or messaging function, we process the identifiers and information supplied by that service for the connection you request.

Order and service information includes purchased items, recipient nickname, server, quantities, prices, promotional codes, delivery and payment status, order and invoice references, and transaction information needed to reconcile a payment or refund. Some financial or fraud-prevention information may be collected directly by the external payment platform rather than by RichDay.

Technical and security information may include IP address, request and access logs, browser or device information, session and authentication data, approximate country derived from IP, and records needed to investigate abuse. Website preferences and relevant usage events may be recorded through cookies or similar technologies.

Support information includes the content and attachments you choose to send, correspondence and records needed to resolve the issue. Public community content or rankings may reveal the nickname and game information published by the relevant feature. Do not send passwords, private keys, seed phrases or unnecessary sensitive personal information.

3. Purposes and processing grounds

We use the information necessary to create and secure accounts, authenticate users, calculate and fulfil orders, reconcile payments, deliver game benefits, answer requests, maintain service records and handle refunds. Where applicable, this processing is necessary to perform a contract with you or take the pre-contract steps you request.

We process data as needed to comply with applicable legal obligations, handle lawful requests, prevent and investigate fraud or security incidents, and establish, exercise or defend legal claims, to the extent the relevant law permits. We limit information to what is relevant for the stated purpose.

Where consent is required, including for optional marketing or non-essential tracking, we will rely on the required consent and respect its withdrawal. Browsing the website or accepting general service terms does not by itself grant every form of consent. Refusing optional processing does not remove access to unrelated service functions, though information genuinely needed to fulfil an order or secure an account may be required for that function.

4. Cookies and analytics

The website uses cookies and browser storage for functions such as sessions, security, pending orders, currency and theme preferences. These can be needed to keep the requested feature working or remember your choices.

The website also uses Yandex Metrika for website statistics where enabled. Analytics may process usage events, technical identifiers and device or network information under the analytics provider's applicable notice. Optional analytics must be subject to the controls and consent required by applicable law.

Browser settings allow you to delete cookies or restrict storage; this may sign you out, reset preferences or affect order-status features. Contact support for information about active technologies or to raise a concern about optional tracking.

5. Recipients and external platforms

Access is limited to persons who need information for the relevant purpose. Depending on the function used, recipients can include authorised support and technical personnel, hosting and infrastructure providers, email or messaging services, authentication services, game-server operators involved in delivery, analytics providers and payment platforms.

The currently offered paid English-language checkout uses Heleket. Information needed for the invoice and reconciliation may be exchanged with it. The platform also processes transaction and compliance information according to its own applicable terms and privacy notice. Review the information shown on the payment page before proceeding.

We may disclose relevant records to competent authorities when lawfully required, or to professional advisers where necessary for legal obligations or claims. Use of a service provider does not eliminate our own duties as controller. A third party acting as an independent controller is responsible for its processing under the law that applies to it.

6. International processing and transfers

The Provider is based in the UAE. Website infrastructure, game-service infrastructure and external platforms may process information in other countries; an international payment, email or social connection can therefore involve cross-border processing.

Before transferring personal data, we must identify and use a transfer basis permitted by applicable law, such as an applicable adequacy basis, appropriate contractual safeguards or another valid legal exception. A general reference to international processing in this notice does not replace any legally required safeguard or consent. You may ask support about the recipients, locations and safeguards relevant to your information.

7. Retention and security

We retain identifiable information only for as long as necessary for the stated purpose, the relevant contract and applicable legal or claims requirements. Account information is needed while the account is active; transaction, support, security and legal records may need to be retained after account closure for their separate justified purposes.

We assess retention according to the record type and applicable obligations, then delete or anonymise information when it is no longer needed, subject to any lawful preservation requirement. Information in backups is handled under the applicable backup and deletion process.

We use reasonable organisational and technical measures appropriate to the information and risks, including access restrictions and security controls. We investigate suspected personal-data incidents and make notifications when required by applicable law. No security measure can guarantee that an incident will never occur.

8. Your rights and requests

Subject to the conditions and exceptions in applicable law, you may request information about processing and access to your personal data, correction of inaccurate data, deletion, restriction or cessation of processing, and portability or transfer of data where available. You may withdraw consent for processing that relies on it without affecting the lawfulness of earlier processing.

You may object to applicable processing, including direct marketing, and raise a concern about decisions based solely on automated processing where relevant rights apply. These rights are not unlimited: we may retain or process records when required by law or needed for a valid legal claim, and will explain an applicable reason for refusing or limiting a request.

Send requests to support@richday.net with enough information to identify the relevant account or order and the right you wish to exercise. We may request proportionate verification to protect your data from being released to another person. Do not send excessive identity documentation unless requested through an appropriate channel. We respond within the deadlines required by applicable law.

You may complain to the competent data-protection authority or seek judicial remedies where available. Contacting support first can help resolve the issue but does not remove those rights.

9. Children and other people's information

Where a user is a minor, a parent or legal guardian must provide any authorisation required for the relevant service and data processing. If you believe a child's information has been processed without required authorisation, contact support so that we can investigate and take appropriate action.

If you buy a gift or provide another person's nickname or contact details, provide only what is necessary and ensure that you are entitled to share it. Do not publish another person's private information in community content or support materials.

10. Updates and contact

We may update this policy when processing activities or applicable obligations change. We publish the updated date and provide additional notice or request fresh consent where the law requires it. This notice does not authorise a new incompatible processing purpose by itself.

Current English-language policy: https://richday.net/support/en. For privacy questions, account closure or rights requests, contact support@richday.net.