

Appush IDFA & GAID Opt-Out Guide

Appush may collect certain unique mobile operating system IDs, such as Apple's Identifier for Advertising ID (IDFA) or Google Advertising ID (GAID), to select, target, and deliver advertisements. Users may be able to opt out of interest-based advertisements through the most recent applicable settings features of their mobile devices. These opportunities are subject to the offerings made available by the third-party operating system providers and subject to their privacy policies, and not any offerings by or the privacy policy of Appush.

For convenience, the following are instructions that may apply to your mobile device, though please note that the setting features may vary from device to device.

Google Android

Devices with Google Play services 4.0 and above use the Google Advertising ID (GAID). To learn more about limiting ad tracking using this identifier:

- Open the *Google Settings* app on your device
- Select *Ads*
- Select *Opt out of interest-based ads*

Apple iOS

Devices with iOS 6 and above use the Apple Advertising Identifier (IDFA). To learn more about limiting ad tracking using this identifier:

- Open *Settings* app on your device
- Select *Privacy*

- Select *Advertising*
- Select *Limit Ad Tracking*

If you have any concerns or questions please see our [Privacy Policy page](#) or contact us at dpo@appush.com