



Privacy Policy

Snake browser game

Effective date: July 26, 2026

At a glance. The game does not require an account. It stores only your high score and best winning time in your browser. The Site also uses Google AdSense, so Google and authorized advertising vendors may process cookies, identifiers, IP addresses, page information, and ad interactions. Your advertising choices are managed through the consent controls and privacy tools described below.

1. Scope

This Privacy Policy explains how information is handled when you use the Snake browser game and the webpage from which this document is linked (together, the "Site"). It covers the Site's game functions, browser storage, and Google AdSense advertising. It does not control external websites or services that have their own privacy practices.

The "Site operator" means the owner or publisher of the website serving this document. This policy describes the Site's current frontend-only implementation and should be updated if the Site later adds accounts, forms, analytics, additional advertising services, or other data collection.

2. Game data stored on your device

The game does not require an account and does not ask you to submit your name, email address, payment information, or other contact information. Keyboard and swipe input is used only to control the game and is not retained.

The game stores two records in your browser's local storage: your high score and your best winning time. These records allow the game to display them on later visits. The game's own code does not send those values to a server.

- Retention: Local game records remain until they are replaced by newer records or you clear the Site's stored data.
- Your control: You can remove these records through your browser's controls for cookies and site data. Clearing them resets the saved high score and best time.

3. Google AdSense and automatic technical data

The Site uses Google AdSense (publisher ID ca-pub-6121459172248769) to support advertising. When Google advertising services load, your browser may automatically send Google and authorized advertising partners technical information such as the page URL, IP address, browser and device information, language, approximate location derived from an IP address, cookie or device identifiers, and information about ad impressions or interactions.

The Site's hosting provider may also process ordinary request and security log data needed to deliver the webpage, such as an IP address, requested URL, request time, browser information, and diagnostic or security events. The hosting provider handles that information under its own terms and privacy notice.

4. Advertising cookies and similar technologies

Third-party vendors, including Google, use cookies to serve ads based on a user's prior visits to this Site or other websites.

Google's use of advertising cookies enables Google and its partners to serve ads based on visits to this Site and/or other sites on the Internet.

Other third-party vendors or ad networks permitted through AdSense may also use cookies or similar technologies. Depending on consent, settings, and applicable law, these technologies may include cookies, local storage, web beacons, IP addresses, or other online identifiers.

5. Why advertising information is used

Google and authorized advertising partners may use advertising and technical information to:

- select, deliver, and measure advertisements;
- personalize ads when permitted by your consent, settings, and applicable law;
- limit how often the same advertisement appears;
- produce aggregated reporting and performance measurements;
- detect fraud, abuse, invalid traffic, and security incidents; and
- comply with legal obligations and enforce service policies.

6. Consent and your advertising choices

Where required, the Site uses Google's consent tools to request and apply advertising choices. The consent message identifies applicable ad technology providers. Depending on your region and choices, Google may serve personalized, non-personalized, or limited ads. Turning off personalization does not necessarily stop advertisements; ads may instead be based on the page's content or general location.

You can review or change choices using the privacy or consent controls presented by the Site's Google consent message, where available. You can also manage Google's personalized advertising through [Google Ads Settings](#), use [WebChoices](#) to opt out of participating third-party vendors, and block or delete cookies through your browser settings.

Blocking cookies or storage may affect advertising and may also remove the game's locally saved high score and best time.

7. Third-party processing

Google and authorized advertising partners determine how they process and retain information under their own policies and legal obligations. Their processing may occur in countries other than the country where you live.

Learn more in [How Google uses information from sites or apps that use its services](#) and the [Google Privacy Policy](#).

The game's locally stored score and time records are not transmitted to Google by the game code. This statement does not limit the separate technical and advertising information described in Sections 3 through 6.

8. Retention and deletion

Local game records remain in your browser until updated or cleared by you. The Site operator does not maintain an account database containing those records.

Google and other advertising providers retain information according to their own retention policies. Use the privacy tools linked in this policy to review relevant controls and requests.

9. Your privacy rights

Depending on where you live, privacy law may provide rights concerning access, correction, deletion, restriction, objection, or certain uses of personal information. Because the game stores its score records only in your browser, you can delete them directly through your browser's site-data controls. Requests involving information processed by Google should be made through Google's privacy tools and contact channels.

10. Security and external links

The Site uses a limited, frontend-only design for game records, but no method of browser storage or Internet transmission can be guaranteed completely secure. Links in this policy lead to third-party services that are governed by their own privacy notices.

11. Policy changes

This policy may be updated when the Site's features, advertising configuration, vendors, or legal obligations change. The effective date at the top of the document will be revised when an updated policy is published.

Privacy resources

[Google Ads Settings](#)

[WebChoices opt-out tool](#)

[Google partner-sites privacy explanation](#)

[Google Privacy Policy](#)