Folly Play privacy notice

16th August 2026

1. Who we are

Follylabs Ltd (company number 17243783), a company registered in England, is the data controller for Folly Play. Contact for anything in this notice: contact@follylabs.com. Folly Play is an 18+ service: sign-up requires a date of birth, under-18 dates are rejected and not kept, and we delete any account found to belong to someone under 18.

2. What we collect and why

Data	Used for	Legal basis (UK GDPR)
Account details: display name, email, date of birth	Running your account, group membership, notifications; the date of birth enforces the 18+ rule	Contract; legal obligation for age enforcement
Age category signal from your app store (some US states)	Enforcing the 18+ rule only	Legal obligation; legitimate interests
Game and Play data: the Games and Plays you create, your trades, your positions, points balances and scoreboard standings	Running Games and Plays. Your trades, your positions and your standings are shown to the other members of your group by design, and each trade you make creates an entry in the group's game feed naming you, the points traded and the outcome backed	Contract
Comments and replies you write on game activity	Making conversation around game activity work; moderation, safety and our duties under the Online Safety Act	Contract; legal obligation and legitimate interests for moderation
Blocks you set (who you have blocked)	Hiding blocked players' comments from you; never shown to the blocked player or anyone else	Contract
Reports you make and reports about you, and what we decided	Handling reports, keeping evidence that we did	Legal obligation; legitimate interests
Technical data: device and browser type, log data	Keeping the service running and secure	Legitimate interests

The Folly team sees every group, Game and Play through an admin area, but does not browse the comments players write. When a player reports a comment, a Play or a group, our compliance officer receives an email containing the reported content, and a member of the team then decides how to proceed. We do not send marketing; if that changes we will ask for consent first, separately from service messages. We do not sell personal data, and we do not share it for targeted advertising.

Most groups are private and invite-only. A small number of groups are curated by Folly and made discoverable in Explore; only Folly staff can mark a group discoverable, players cannot make their own group discoverable, and only a discoverable group's name, description, colour and member count are visible to other signed-in players. Its Plays, game feed, comments, member list and scoreboards remain visible only to members.

3. People named in Plays

A Play can involve a prediction about a named person. Our rules require that person to be in the group or to have agreed, and certain topics are banned outright regardless of consent (health, sex life, fidelity, finances, immigration status, death or injury). Plays go live without pre-approval, so if a Play names you and you want it changed or removed, email contact@follylabs.com or use the report option and it comes down. You do not need a Folly Play account to use this route.

4. Who we share data with

Hosting and infrastructure suppliers who process data on our instructions, and authorities where the law requires it. No partners receive player data; if partner rewards launch in future, this notice will be updated first.

5. How long we keep things

Data	Kept for	Then
Comments and replies	12 months from posting, or until the Game they belong to ends if that is later; sooner if the group is deleted	Deleted
Game and Play data (trades, positions, standings)	24 months after the Game or Play resolves, for product analysis	Anonymised or deleted
Reports log entries	3 years	Deleted; kept longer only if a dispute or regulator enquiry is open
Account details, including date of birth and blocks	While your account is open; 24 months after last activity if inactive	Deleted
Dates of birth from rejected under-18 sign-ups	Not kept	Discarded at rejection

Deleting your account: use Delete my account in the app or the deletion page on our website. Your account is deactivated immediately (login blocked, name unlinked from standings) and permanently deleted within 30 days; signing back in within those 30 days restores it. Comments you wrote may remain in the game feed until their retention period expires, attributed to a removed player rather than to you, so that other people's conversations still make sense. Your trades, positions and standings are kept but anonymised, because other players' results depend on them. Report records are kept for the period above.

6. Your rights

You can ask for a copy of your data, ask us to correct or delete it, object to or restrict processing, and take your data elsewhere. We honour these rights for every player regardless of where you live. One honest caveat: a game feed contains other players' comments and trades around yours, so exports are limited to what is yours or redacted where required. To use any right, email contact@follylabs.com. If you are in the UK and unhappy with our answer you can complain to the Information Commissioner's Office (ico.org.uk).

7. Players in the United States

We do not sell your personal data or share it for targeted advertising, so there is nothing to opt out of on that front. Depending on your state, you may have specific rights to access, correct, delete and port your data; we honour all of these through the same route (contact@follylabs.com) without requiring you to establish which statute applies. We will not discriminate against you for exercising any right. Folly Play is not directed at children: sign-ups with a date of birth under 18 are rejected and the date is not retained, and we do not knowingly collect personal information from anyone under 13.

8. Where data lives

Folly Play runs on Cloudflare, whose network operates globally, so data may be stored or processed in the UK, the US or elsewhere. For UK players, transfers out of the UK are covered by UK-approved safeguards in Cloudflare's data processing terms, including the UK extension to the EU-US Data Privacy Framework and the UK addendum to standard contractual clauses.