

# Privacy Policy

**Last Updated:** [Insert Date]

This Privacy Policy explains how the Company ("Company," "we," "us," or "our") collects, uses, and shares information when you use our mobile application, website, and related services (collectively, the "Services").

By using the Services, you agree to the practices described in this Privacy Policy.

## 1. Information We Collect

### a. Information You Provide

We may collect information you voluntarily provide, including:

- Account information (such as email address)
- Allergy preferences and dietary information you choose to input
- Items you scan, save, or track
- Feedback or support communications

### b. Automatically Collected Information

We may automatically collect:

- Device information (device type, operating system)
- App usage data and feature interactions
- Log data and error reports
- Advertising interaction data (such as impressions and clicks)

## 2. How We Use Information

We use information to:

- Operate, maintain, and improve the Services
- Personalize app functionality based on your preferences

- Improve accuracy, features, and user experience
- Monitor performance, security, and reliability
- Conduct analytics and research
- Serve and measure advertising performance
- Comply with legal obligations

### 3. Advertising, Analytics, and Performance Metrics

We support the Services through advertising and analytics.

#### What We Share

We may share **aggregated, de-identified performance metrics** with advertisers, partners, and prospective advertisers, including:

- Ad impressions, clicks, engagement rates, and conversion trends
- Aggregate usage and interaction statistics
- High-level audience insights, such as the **number or percentage of users who indicate certain allergy types**

These metrics are used to:

- Measure and evaluate advertising performance
- Optimize campaigns and placements
- **Demonstrate platform performance and audience reach in order to attract and onboard new advertisers**

#### What We Do Not Share

We do not:

- Sell personal user data
- Share user-level, account-level, or identifiable data with advertisers
- Share names, contact information, device identifiers, precise location data, or individual allergy profiles

All advertising metrics are reported at an **aggregate, de-identified level** and are not linked to individual users.

## **4. Research and Insights**

We may use aggregated and de-identified data to:

- Understand usage patterns
- Improve product features
- Produce insights, reports, or benchmarks

Where required, research involving personal data will be conducted only with explicit user consent.

## **5. Data Sharing and Disclosure**

We may share information:

- With service providers who help operate the Services (e.g., hosting, analytics)
- With advertisers only in aggregated, de-identified form as described above
- To comply with legal obligations or lawful requests
- In connection with a merger, acquisition, or asset sale, subject to this Privacy Policy

We do not sell personal user data.

## **6. Data Security**

We use reasonable administrative, technical, and organizational measures to protect information. However, no system is completely secure.

## **7. Data Retention**

We retain information only as long as necessary to fulfill the purposes described in this Privacy Policy, unless a longer retention period is required by law.

## 8. Your Choices

You have the right to request access to, correction of, or deletion of personal information associated with your account.

You may exercise these rights by contacting us using the information provided below. We will respond to verified requests **within forty-five (45) days**, or sooner if required by applicable law. Where permitted by law, this period may be extended if reasonably necessary, in which case we will notify you of the reason for the extension.

You may also have the ability to opt out of certain analytics or advertising features where available.

## 9. Children's Privacy

The Services are not directed to children under the age of 13, and we do not knowingly collect personal information directly from children.

However, some users may use the Services **on behalf of a child**, such as a parent or guardian managing allergy information or food planning for a minor. In such cases:

- Information entered about a child is provided by an adult user
- Any related data is treated as part of the adult user's account
- Such information is not used to identify or contact children
- Such information is **not shared with advertisers in identifiable form**

Any analytics or advertising metrics that may indirectly reflect usage related to children are included only in **aggregated and de-identified statistics**.

Parents or guardians who believe information about a child has been provided without appropriate authority may contact us to request deletion.

## 10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Continued use of the Services after changes indicates acceptance of the updated policy.

## 11. Contact Us

If you have questions about this Privacy Policy, contact: [Insert Company Contact Information]

**SUMMARY (For App Store Disclosure Only – Non-Contractual)**

- We do not sell personal user data
- We do not share user-level data with advertisers
- Advertisers receive only aggregated, de-identified performance metrics
- Allergy and health-related data is never shared in identifiable form
- Metrics may be used to measure campaigns and attract new advertisers