

## **Privacy Policy – Bloom**

**Last updated:** 24 September 2025

Bloom (“we”, “our”, or “us”) respects your privacy. This Privacy Policy explains what information we collect, how we use it, and the choices you have when using the Bloom mobile application and Bloom Pots (“Services”).

### **1. Information We Collect**

#### **a. Account Information**

When you sign in using Google, we collect your name, email address, and profile photo (if available). This information is used only to create and manage your Bloom account.

#### **b. Plant & App Usage Information**

We collect information you voluntarily provide, including plant names, species, images you upload, and app interactions. This helps personalize care recommendations and improve the user experience.

#### **c. Device & Sensor Data**

If you pair a Bloom Pot, we may collect sensor readings (such as moisture, light, and temperature) and Bluetooth connection status. This data is used only to provide plant health insights.

#### **d. Notifications**

If enabled, Bloom may send care reminders and plant alerts. We do not access or read your personal notifications.

### **2. How We Use Your Information**

Your data is used to operate the app, personalize insights, send optional alerts, improve performance, and provide support. Bloom does not sell or trade personal data.

### **3. Data Storage & Security**

We use industry-standard practices to store and protect your data. While we take reasonable measures, no system is completely secure.

### **4. Sharing of Information**

Data is shared only when required by law or necessary for essential services such as authentication. We do not share data with advertisers.

### **5. Your Rights**

You may sign out, disable notifications, or request deletion of your data. Deleted accounts will have data removed within a reasonable time.

### **6. Children’s Privacy**

Bloom is not intended for users under 13, and we do not knowingly collect data from children.

### **7. Policy Updates**

This policy may be updated as Bloom evolves. Continued use indicates acceptance of updates.

### **8. Contact Us**

For privacy-related questions, please contact us through our official website.

Website: <https://www.bloom-pots.com>