# Huggify Privacy Policy

Effective Date: 02.27.2025

## 1. Introduction

This Privacy Policy describes how Pixel Reach LLC (“we,” “us,” or “our”) collects, uses, and protects your personal information when you use Huggify (the “Service”). By using the Service, you consent to the practices outlined in this policy.

## 2. Information We Collect

• Personal Information: When you register for an account, we may collect your name, email address, and payment information.  
• Usage Data: We also collect usage data, including device information, log data, and any other information necessary to provide and improve our Service.  
• Additional Information: We may collect other information that is necessary to enhance your experience or to comply with legal obligations.

## 3. How We Use Your Information

Your information is used for the following purposes:  
• Account Creation & Management: To facilitate the creation, maintenance, and management of your account.  
• Service Improvement: To analyze usage patterns and improve the functionality and user experience of the Service.  
• Payment Processing: To process in-app purchases and subscription payments through Apple and Google’s secure payment systems.

## 4. Cookies and Tracking Technologies

• Cookies: We use cookies and similar tracking technologies to personalize your experience and to analyze usage of the Service.  
• Advertising: We utilize tracking solutions provided by Meta Ads and Google Ads to measure the effectiveness of our advertising campaigns.

## 5. Third-Party Data Processing

• Payment Providers: Transactions made through the Service are processed by Apple and Google. While we do not share your data with third parties for marketing purposes, certain transaction details are processed by these providers in accordance with their privacy policies.  
• Service Providers: We may engage third-party vendors to assist in the operation of our Service; however, such vendors are only given access to personal information as necessary to perform their functions and are prohibited from using it for any other purpose.

## 6. Data Retention and Deletion

• Retention: We will retain your personal information for as long as your account is active or as needed to provide our services.  
• Deletion Requests: If you request data deletion, we will remove your personal data within one business day, subject to any legal obligations requiring further retention.

## 7. Your Rights

• Account Deletion: You have the right to delete your account at any time, which will result in the deletion of your associated personal data.  
• Updating Information: You can update or correct your personal information through your account settings or by contacting us directly.

## 8. Data Security

We implement reasonable security measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction. However, no method of transmission over the Internet is entirely secure, and we cannot guarantee absolute security.

## 9. Regulatory Compliance

At present, we do not specifically tailor our practices for regulations such as GDPR or CCPA. However, we remain committed to maintaining the confidentiality and security of your information and will adjust our practices as necessary to comply with applicable laws.

## 10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any material changes by posting the updated policy on our Service. Your continued use of Huggify after any such changes constitutes your acceptance of the revised policy.

## 11. Contact Information

If you have any questions about this Privacy Policy or our data practices, please contact us at: blend@pixelreach.io