

# Privacy Policy for MyHomeImpact

**Last updated: April 9, 2025**

This Privacy Policy describes how I collect, use, and protect your information when you use MyHomeImpact ("Service"). I take your privacy seriously and strive to keep things simple, transparent, and respectful of your data.

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## Interpretation and Definitions

**Company:** Refers to *MyHomeImpact*, operated solely by me, Liam McAuliffe.

**You:** Means the individual accessing or using the Service.

**Website:** Refers to MyHomeImpact, accessible at <https://www.myhomeimpact.info>

**Personal Data:** Information that can be used to identify you.

**Usage Data:** Anonymous data collected automatically from your interaction with the Service.

**Cookies:** Small text files stored on your device used to improve website functionality.

**Service Provider:** Refers to any third-party services used (e.g., Umami Analytics).

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## 1. Information I Collect

### Address Input

When you enter your address or zip code, it is used only to calculate and display your estimated energy usage, CO<sub>2</sub> footprint, and local air quality. This data is processed temporarily and **not** stored.

### Usage Data

I use [Umami Analytics](#), a privacy-friendly analytics tool that does **not** use cookies or track personal identifiers. It collects:

- Browser type and version
- Device type (mobile/desktop)
- Referring page
- Pages visited
- Time spent on pages

This data is used to understand general traffic trends and improve the site. All data is anonymized and **not** linked to any individual.

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## 2. How I Use Your Data

I use your data for the following purposes:

- To provide you with energy and environmental insights based on your input
- To understand general site usage through anonymous analytics
- To improve and maintain the Service

I do **not** use your data for marketing, advertising, or profiling.

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## 3. Data Retention

- Address data is **not** stored after use—it's processed in real-time and discarded.
  - Analytics data is stored in aggregated, anonymous form through Umami.
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## 4. Cookies and Tracking

MyHomeImpact does **not** use tracking cookies. Umami works without cookies and respects Do Not Track (DNT) settings.

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## 5. Your Rights

Since I don't store personal information, there's generally nothing to delete or request. However, feel free to contact me if you have questions about your data or privacy.

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## 6. Children's Privacy

MyHomeImpact is **not** intended for anyone under 13. I do not knowingly collect any data from children.

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## 7. Changes to This Privacy Policy

I may update this policy occasionally. Any changes will be posted here with the updated date.

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## 8. Contact

If you have any questions about this policy, reach out to:

Liam McAuliffe

- [liammcauliffe@gmail.com](mailto:liammcauliffe@gmail.com)