

# Maak Privacy Policy

**Effective Date:** June 1<sup>st</sup>, 2025

Maak (“Maak”, “we”, “us”, or “our”) is committed to protecting your privacy. This Privacy Policy explains what personal data we collect, how we use it, and how we safeguard it when you use our mobile application (“the App”).

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## 1. Who We Are

Maak is a mobile wellness application designed to support individuals in managing their health through simple, daily tracking. The app is operated by MaakTech

Contact: Support@maaktech.net

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## 2. What Data We Collect and Why

Category	Examples	Purpose	Legal Basis
App Profile Info	Nickname, avatar	Personalize your in-app experience	Performance of a contract
Health & Wellness Data	Mood logs, sleep tracking, symptom entries, medication intake, fall events, vitals	Enable core features like reminders, visual summaries, and health insights	Explicit consent
Wearable Data (optional)	Step count, heart rate, fall detection via Apple Health or Fitbit	Enhance health tracking features and personalize insights	Explicit consent

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## 3. Where Your Data Is Stored

Your data is stored **locally on your mobile device only**.

- No health data is stored on external servers or cloud platforms.
  - You are in complete control of your data.
  - Deleting the app will delete your data permanently unless your device is configured to back it up
  - All HealthKit data remains on your device.
  - If any data is stored (e.g., caregiver contacts, app preferences), it is encrypted using iOS Secure Enclave technologies.
  - We follow Apple’s App Store privacy requirements and industry best practices.
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## **4. How Your Data Is Used**

We use your data solely for the following purposes:

- Generating visual health trends and summaries.
- Triggering reminders (e.g., medication).
- Enabling health tracking features inside the app.

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

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## **5. No Third-Party Data Sharing**

We **do not share, sell, or monetize** your personal data.

Your data stays on your device unless:

- You connect a third-party integration like Apple Health or Fitbit (which you can revoke at any time).
  - You export your data manually for personal use or sharing.
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## **6. Your Rights**

You have full control over your data:

- You may delete your data at any time by deleting the app.
- You can manage health data permissions through your phone's privacy settings.
- You may disconnect integrations at any time.

If you're located in a region with privacy rights (e.g., EU, UK, Canada), you may request access or deletion by contacting us at support@maaktech.net

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## **7. Children's Privacy**

Maak is not designed for children under the age of 16. We do not knowingly collect data from minors without parental or guardian consent.

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## **8. Policy Updates**

We may occasionally update this Privacy Policy. Significant changes will be communicated through the App interface.

**Last updated:** May 12<sup>th</sup>, 2025