

Privacy Policy for Lifter

Effective Date: [Insert Date]

This Privacy Policy explains how RetrainAI Limited (“Lifter,” “we,” “our,” or “us”) collects, uses, and protects personal information when you use our mobile app and web app (together, the “Service”).

1. Information We Collect

We collect the following categories of personal data when you use the Service:

Identifiers

User ID, email address, display name

Device identifiers, IP address

Notification tokens (for push notifications)

Profile & User-Generated Content (UGC)

Profile photo, gym membership, workouts, goals

Supports/supporters, posts, comments, likes, reports

Content you upload or create in the app

Usage & Diagnostics

App interactions, features used, session activity

Device model, operating system, app version

Crash logs, performance data

Communications

Messages you send to us (e.g., support requests)

2. How We Use Information

We use your information to:

Provide, maintain, and improve the Service

Manage accounts, authentication, and security

Deliver social/community features and moderate content

Send service messages and push notifications (with your permission) about activity, reminders, and re-engagement

Send promotional emails/notifications (you can opt out anytime)

Monitor performance, detect and prevent abuse or fraud

Comply with legal obligations

3. Who Controls the Data

RetrainAI Limited, 17 Headford, Mount Avenue, Dundalk, Louth, Ireland, is the Data Controller.

We use trusted service providers (processors) who act on our behalf:

Google Firebase (hosting, database, storage, authentication, analytics, crash reporting)

Apple Push Notification service (APNs)

Firebase Cloud Messaging (FCM)

These providers process your data only under our instructions.

4. Sharing of Information

We do not sell or rent your data.

We may share information with:

Our service providers listed above

Successors in the event of a business transfer (e.g., merger, acquisition)

Law enforcement/regulators when required by law

5. User-Generated Content (UGC) Visibility

Content you post (e.g., workouts, goals, comments, likes) may be visible to other users according to your settings.

If you delete your account, we will remove your profile and content from active systems within 30 days. However, content other users have reshared or posted about you may persist as permitted by law or for a limited grace period.

6. Account Deletion & Data Retention

You can delete your account at any time:

Settings → Privacy Controls → Delete Account → Enter Password → Delete

What happens:

- We re-authenticate you and then permanently delete your account and associated data (profile, posts, comments, supporters/supporting relationships, workouts, goals, notifications, likes, streaks, activity logs, settings, community-feed items, gym memberships/admin links, sessions, and profile images in storage). You are signed out when deletion completes.

Timing:

- Deletion from our active systems typically completes within minutes; in all cases within 30 days.

Backups and logs:

- Backups and server logs maintained by our service providers may persist for up to 90 days and are automatically purged on their schedule.

Legal/safety exceptions:

- We may retain limited information as required by law or as necessary for security, fraud prevention, and abuse/incident report handling.

Third-party/UGC caveats:

- Content created by other users (e.g., their posts or messages) may remain, and references to you that they created may persist as permitted by law.

7. Notifications

With your consent, we send push notifications about activity (e.g., supports, comments), reminders, and goals.

You can turn these off in device OS settings or in in-app notification settings.

8. International Data Transfers

Your data may be processed in the United States and other countries.

Where required (e.g., for users in the EEA/UK), we rely on safeguards such as the Standard Contractual Clauses (SCCs) with providers like Google.

9. Security

We use technical and organizational measures to protect your data, including:

Encryption in transit and at rest

Role-based access controls

Logging and monitoring
However, no online system is 100% secure.

10. Children's Privacy

The Service is not directed to children under 13.
If you are in the EEA/UK, parental consent may be required if you are under 16.
We do not knowingly collect data from children.

11. User Rights

Depending on your location, you may have rights to:
Access, correct, or delete your data
Request portability of your data
Restrict or object to certain processing
Withdraw consent (where applicable)
To exercise these rights, email us at rowan17@thelifter.app.
We will respond within the time required by law.

12. Cookies & Tracking Technologies

We use Firebase SDKs within our mobile apps and may use cookies or similar technologies (such as Google Analytics) on our website to help us understand how the Service is used and to improve performance.

What these do: These technologies collect information such as device identifiers, app usage patterns, crash data, and—in the case of cookies on our website—browser type and referring pages.

Why we use them: To monitor app performance, fix bugs, analyze usage trends, and improve your experience.

Your choices:

In mobile apps, you can control analytics and crash reporting through your device settings (for example, iOS/Android privacy controls).

In web browsers, you can control or disable cookies through your browser settings. Disabling cookies may affect some features of the Service.

We do not use cookies or tracking technologies for targeted advertising.

13. Marketing Communications

We may send promotional emails or notifications.
You can unsubscribe from emails using the link provided.
You can turn off promotional push notifications in app or OS settings.

14. Breach

If we become aware of a data breach affecting your personal data, we will notify you and the relevant authorities where required by law.

15. Changes

We may update this policy from time to time.
If changes are material, we will provide notice in the app or by email before they take effect.

16. Contact Us

RetrainAI Limited
17 Headford, Mount Avenue
Dundalk, Louth, Ireland

Data Category Matrix

Data Category	Examples	Purpose (Apple/Google categories)	Shared With	Deletion Policy
Identifiers	User ID, email, IP, device ID, push tokens	Account management, login, notifications, security	Firebase, APNs, FCM	Deleted within 30 days; backups up to 90 days
Profile & UGC	Name, photo, gym membership, workouts, goals, posts, comments, likes	Social features, personalization, moderation	Other users (depending on settings)	Deleted with account; shared content may persist
Usage & Diagnostics	App interactions, device/OS, crash logs, analytics	Analytics, performance monitoring, abuse prevention	Firebase	Logs deleted after 90 days
Communications	Support messages, feedback	Customer support, legal compliance	Email provider (under contract)	Retained as need