Privacy Policy for AuraX AI

Effective Date: March 17, 2025

Welcome to AuraX AI! Your privacy is important to us. This Privacy Policy explains how we collect, use, disclose, and protect your information when using our app.

By using AuraX AI, you agree to the terms of this Privacy Policy. If you do not agree, please discontinue use of the app.

1. Information We Collect

We collect limited, non-personal data to improve app functionality and performance:

• App Usage Data – Feature usage, session length, and interaction analytics.

• Screen Navigation Analytics – Tracking movement within the app to enhance the user experience.

• Crash Reports & Performance Metrics – Collected via Firebase to fix bugs and improve stability.

• Unique User ID (UUID) – A randomly generated identifier that is not linked to personal information.

• Expo APN Token – Used for push notifications, not linked to personal data.

• AdMob Advertising ID – Used for displaying personalized or non-personalized ads, based on user consent.

🚫 We do NOT collect:

• Personally Identifiable Information (PII) (e.g., name, email, address).

• Sensitive user data (e.g., health, financial, biometric information).

• Any data that violates Apple's App Store Privacy Guidelines.

2. How We Use Your Information

We use collected data for:

✔️ Enhancing app features and functionality.

✔️ Improving performance, fixing bugs, and ensuring a smooth user experience.

✔️ Providing push notifications using Expo APNs and Firebase Cloud Messaging.

✔️ Delivering ads via Google AdMob, based on user consent preferences.

Note: All data collected is anonymized and not linked to personal identities.

3. In-App Purchases

AuraX AI offers in-app purchases for unlocking additional features.

• Payments are securely processed through Apple's App Store.

• We do not collect or store payment details.

For Apple's payment policies, refer to:

📌 [Apple App Store Terms of Service](#)

4. Third-Party Services

We use trusted third-party services to enhance app functionality:

• Firebase (Google LLC) – For analytics, crash reporting, and push notifications.

• Expo APNs – For push notifications.

• Google AdMob – To display ads based on user consent preferences.

🔗 Third-party privacy policies:

• [Google Firebase Privacy Policy](#)

• [Google AdMob Privacy Policy](#)

Each service collects data under their own privacy policies. Please review them to understand their data processing.

5. User Rights & Opt-Out Options

You control your data and have the right to:

✅ Opt-out of targeted advertising:

• Adjust ad tracking settings in your device settings.

• Disable personalized ads via [Google Ad Settings](#).

✅ Manage analytics tracking:

• If applicable, disable tracking in the app settings.

✅ Request data deletion (GDPR & CCPA Users):

• If you are in the EU (GDPR) or California (CCPA), you may request access to, correction of, or deletion of data.

• Contact us at support@blendablelabs.com to make a request.

🚨 Important: Disabling ads does not remove all ads—it only limits personalized targeting.

6. Data Retention & Security

We store collected data only as long as necessary for the purposes outlined.

• Crash reports and analytics are retained for up to 12 months before automatic deletion.

• UUIDs are resettable if the app is uninstalled and reinstalled.

We implement security measures to protect data from unauthorized access. Since we do not collect personal information, risks related to PII breaches are minimized.

7. Compliance with GDPR, CCPA & Apple Policies

✅ General Data Protection Regulation (GDPR) Compliance – EU users can request access, correction, or deletion of data.

✅ California Consumer Privacy Act (CCPA) Compliance – California users can opt out of data collection.

✅ Apple App Store Compliance – AuraX AI adheres to Apple's privacy policies for data collection and advertising.

8. Changes to This Privacy Policy

We may update this Privacy Policy as needed.

• Any changes will be posted in the app.

• Continued use of the app after an update means you accept the changes.

Last Updated: March 17, 2025

9. Contact Us

For any privacy-related concerns, please contact us:

📧 Email: dev@luxillum.com

🌐 Website: luxillum.com