

P.A.L.S.

Pet Awareness for Living Safely — by The Gerontechnology Group

Privacy Policy

Effective Date: February 22, 2026

The Gerontechnology Group ("we," "our," or "us") is committed to protecting the privacy of all users of the PALS (Pet Awareness for Living Safely) Alexa skill. This Privacy Policy explains how we collect, use, and protect your information when you use our skill.

Information We Collect

When you use the PALS Alexa skill, we may collect the following types of information:

- Voice interaction data processed by Amazon Alexa
- Skill usage data such as intents triggered and features used
- Subscription and purchase information processed through Amazon's in-skill purchasing system
- Contact information you provide for caregiver and family notifications
- Pet names and room configuration preferences you set within the skill

How We Use Your Information

We use the information collected to:

- Provide and improve the PALS skill functionality
- Deliver pet proximity alerts and safety notifications
- Generate daily and weekly safety reports for PALS Pro subscribers
- Send emergency and status notifications to designated contacts
- Process and manage your PALS Pro subscription
- Improve the safety and accuracy of our pet detection algorithms

Data Sharing

We do not sell, trade, or rent your personal information to third parties. We may share information only in the following circumstances:

- With Amazon as required to operate the Alexa skill platform
- With caregivers or family members you have explicitly designated within the skill
- As required by law or to protect the safety of our users

Amazon Alexa & In-Skill Purchasing

PALS operates on the Amazon Alexa platform. Amazon's own Privacy Policy governs the collection and use of voice data. In-skill purchases and subscription billing are handled entirely by Amazon's secure payment system. We do not store your payment information.

Data Retention

We retain skill usage data only as long as necessary to provide our services. You may request deletion of your data at any time by contacting us at the address below.

Children's Privacy

PALS is designed for use by adults, specifically older adults aging in place. We do not knowingly collect information from children under the age of 13.

Security

We take reasonable measures to protect your information from unauthorized access, disclosure, or misuse. However, no method of transmission over the internet is completely secure.

Your Rights

You have the right to:

- Access the personal information we hold about you
- Request correction of inaccurate information
- Request deletion of your information
- Cancel your PALS Pro subscription at any time through the Alexa app

Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date.

Contact Us

If you have questions about this Privacy Policy or your data, please contact us:

The Gerontechnology Group

Email: privacy@gerontechnologygroup.com

Website: www.gerontechnologygroup.com