

# **Privacy Policy for LifeMy**

Effective Date: 29/09/2024

## **1. Introduction**

Welcome to LifeMy. We value your privacy and are committed to protecting your personal information. This Privacy Policy outlines how we collect, use, and protect your data when you use our iOS application ("the App").

By using LifeMy, you agree to the collection and use of information in accordance with this policy. Please read it carefully to understand our views and practices regarding your personal data.

## **2. Information We Collect**

We collect the following types of information to provide and improve our service:

### **a. Personal Information**

- Name

### **b. Non-Personal Information**

- App usage data (e.g., time spent in the app, features used)
- Crash data, diagnostics, and performance logs

## **3. How We Use Your Information**

We may use the information collected in the following ways:

- To operate, maintain, and improve the app
- To provide customer support
- To monitor and analyse app usage and trends
- To send notifications, updates, and service-related messages
- To comply with legal obligations and prevent fraudulent activity

## **4. Sharing Your Information**

We do not sell or share your personal information with third parties for marketing purposes. However, we may share your information with trusted third-party service providers to help us:

- Process payments
- Analyse data and app performance
- Provide customer support
- Ensure legal compliance

These service providers are contractually obligated to protect your data and only use it in connection with the services they perform for us.

## **5. Data Retention**

We retain your personal information only for as long as necessary to fulfill the purposes outlined in this policy. Non-personal data may be stored for analytics purposes indefinitely.

## **6. Data Security**

We take the security of your data seriously and employ a variety of technical and organizational measures to protect it. However, please note that no method of transmission over the Internet or electronic storage is completely secure.

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

Our app is not intended for use by anyone under the age of 13. We do not knowingly collect personal information from children under 13. If we discover that a child under 13 has provided us with personal data, we will delete it immediately.

## **8. Your Data Rights**

You have the following rights regarding your personal information:

- Access: You can request a copy of the personal data we hold about you.
- Correction: You can request that we correct or update inaccurate information.
- Deletion: You can request that we delete your personal information.

To exercise these rights, please contact us at [lifemy.app@gmail.com](mailto:lifemy.app@gmail.com).

## **9. Changes to This Privacy Policy**

We may update this policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Effective Date" at the top.

## **10. Contact Us**

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at: [lifemy.app@gmail.com](mailto:lifemy.app@gmail.com)