

# tickIQ Privacy Policy

Effective date: August 29, 2025

Who we are: tickIQ by B23, LLC (“we,” “us”).

How to reach us: [privacy@b23.ai](mailto:privacy@b23.ai)

## Quick Summary

- We only collect what we need to provide and improve tickIQ.
- Raw audio never leaves your iPhone. We only store the watch measurements we calculate from it.
- You decide if your watch results appear in the public feed.
- No ads. We don’t sell your data.
- If you use AI features:
  - Your watch photo may be sent to our AI provider to create a portrait.
  - Your watch data (like measurements and watch details) may be sent to our AI provider to generate a plain-English health summary.
- You can delete your watches and measurements in the app, or ask us to delete your account.

## Information We Collect

We keep things simple. Here are the main categories:

- Account Information – like your email, username, and any profile details you choose to share.
- Watch Information – details you add about your watches (brand, model, settings, etc.).
- Photos – watch photos you upload for analysis; optional portraits if you’re on the premium plan.
- Measurements – timing results such as rate, beat error, amplitude, and related info.
- App Usage & Subscription – basic info about how you use the app and your subscription status.

## What We Don’t Collect

We don’t collect precise location, health or medical data, advertising IDs, or raw audio recordings.

## How We Use Information

We use your information to:

- Provide and improve the app’s core features.
- Measure your watches and organize your results.
- Offer optional AI features (portraits and summaries).
- Maintain the reliability and security of the service.
- Communicate with you about important updates.

## Audio & AI

- Audio: processed on your phone only; raw audio is never stored or uploaded.

- AI: when you use AI features, your watch photo or watch data may be sent to our AI provider to generate results for you (like portraits or summaries).
- We don't use your photos or data for advertising.

### **Public Feed**

You control whether your watches and measurements appear in the public feed.

Please avoid uploading photos that include people or personal details.

### **Sharing Information**

We work with a small number of trusted partners to help us run the service (for things like sign-in, payments, AI features, and infrastructure). We only share what's necessary for them to provide their part of the service.

We may also share information if legally required, to protect rights, or if our company is sold/merged.

We do not sell your personal information or share it for advertising.

### **Storage & Security**

We store information in secure cloud systems. We take proactive measures to protect your data and use industry-standard encryption in transit and at rest. While no system can be perfectly secure, we work to keep your information safe.

### **How Long We Keep Things**

- Your account, watches, photos, and measurements stay until you delete them or ask us to delete your account.
- Encrypted backups are kept for up to 30 days, then deleted.
- Diagnostic logs are generally kept about 30 days.

### **Your Choices**

- Public feed: toggle on or off any time.
- Delete items: remove watches and measurements in the app.
- Account deletion or data export: email [privacy@b23.ai](mailto:privacy@b23.ai)

If you live in a region that grants additional privacy rights (like California or the EU/UK), you can exercise those rights by contacting us at the email above.

### **Changes**

If we update this policy, we'll change the effective date at the top. If the changes are significant, we'll let you know through the app or by email.

**Contact**

B23, LLC

Email: [privacy@b23.ai](mailto:privacy@b23.ai)