

Privacy Policy for ZenFlector Last Updated: January 24, 2025

1. Introduction

ZenFlector ("we," "us," or "our") is committed to protecting the privacy of our users ("you" or "your"). This Privacy Policy explains our practices regarding the collection, use, disclosure, and protection of your information when you use our mobile application ("App"). This policy applies to all users of the App. By accessing or using the App, you signify that you have read, understood, and agree to our collection, storage, use, and disclosure of your personal information as described in this Privacy Policy.

2. Information We Collect

We may collect the following categories of information:

a. Personal Information You Provide:

- **Email Address:** We require your email address to create and manage your account. This is used for account recovery, important service announcements, and (only with your explicit consent) for optional communications like newsletters.
- **Name (Optional):** You may choose to provide your name. This is used to personalize your experience within the App (e.g., "Welcome, [Name]!").
- **Profile Picture (Optional):** You may choose to upload a profile picture. This is used to personalize your account.
- **User ID:** We assign a unique, non-personally identifiable user ID to your account. This is used internally to link your data across our systems.

b. Usage Data (Collected Automatically):

- **Audio Preferences:** We collect data about your interactions with the audio content within the App. This includes:
 - Genres you browse.
 - Playlists you create and modify.
 - Audio tracks you listen to.
 - Audio tracks you mark as favorites.
 - Your listening history (time, frequency). This information is used to personalize recommendations and improve the App's content and features.
- **App Usage Data:** We collect data about how you use the App's features. This includes:

- Button clicks.
- Screen views.
- Settings changes.
- Search queries. This information is used for analytics, to understand how users interact with the App, and to improve the user experience.
- **Bluetooth Connection Status:** We collect information about whether your device is connected to a compatible Bluetooth headband. We *do not* collect any data *from* the headband itself. This information is used solely to enable/disable the headband control features within the App.

c. Device Information (Collected Automatically):

- **Device Model and OS:** We collect information about the type of device you use (e.g., iPhone 13, Samsung Galaxy S22), the operating system (e.g., iOS 17, Android 14), and the version of the App you are using. This is used for troubleshooting, compatibility testing, and ensuring the App functions correctly on different devices.
- **IP Address:** We may collect your IP address. This provides general, non-precise location information (e.g., country, city) and is used for security purposes (e.g., detecting suspicious login activity) and for analytics.
- **Unique Device Identifiers:** We may collect unique device identifiers (e.g., advertising identifiers). These are used for analytics and, if you consent, for personalized advertising. You can typically control the use of advertising identifiers in your device's settings.

d. Data from Firebase:

- Our App uses Firebase services from Google, including Firestore, Firebase Storage, and Firebase Authentication. Firebase may collect certain information as described in Google's Privacy Policy (link: <https://policies.google.com/privacy>).
- This may include crash reports, usage statistics, and authentication data. We encourage you to review Google's Privacy Policy.

3. How We Use Your Information

We use the information we collect for the following purposes:

a. To Provide and Maintain the App: This includes creating and managing your account, providing audio playback, enabling playlist and favorites functionality, and ensuring the App functions correctly.

b. To Personalize Your Experience: We use your audio preferences and listening history to provide personalized content recommendations.

c. To Improve the App: We use usage data to understand how users interact with the App, identify areas for improvement, fix bugs, and develop new features.

d. To Communicate with You:

- We may use your email address to send you important service-related announcements (e.g., updates to the Terms of Service or Privacy Policy, account security notices).
 - We may send you emails about new features, content, or special offers, but *only if* you have explicitly opted in to receive such communications. You can opt out of these emails at any time.
 - We may use your email address to respond to your support requests.
- e. To Enforce our Terms of Service:** We may use your information to investigate and prevent violations of our Terms of Service.
- f. To Comply with Legal Obligations:** We may use or disclose your information if required to do so by law or in response to a valid legal request (e.g., a court order or subpoena).

4. How We Share Your Information

We *do not* sell your personal information to third parties. We may share your information in the following limited circumstances:

a. With Service Providers: We use Firebase (Google) for data storage, authentication, and analytics. We may share data with other service providers who assist us in operating the App (e.g., cloud hosting providers). These service providers are contractually obligated to protect your information and only use it for the purposes we specify.

b. With Your Consent: We may share your information with third parties if you give us your explicit consent to do so.

c. For Legal Reasons: We may disclose your information if required to do so by law or in response to a valid legal request (e.g., a court order, subpoena, or government investigation).

d. **In Case of Merger or Acquisition:** If we are involved in a merger, acquisition, or sale of all or a portion of our assets, your information may be transferred as part of that transaction. We will notify you via email and/or a prominent notice within the App of any change in ownership or uses of your personal information.

5. Data Security

We take the security of your information seriously. We implement industry-standard security measures to protect your data from unauthorized access, use, disclosure, alteration, or destruction. These measures include:

- **Data Encryption:** Your personal information is encrypted both in transit (when it's being sent between your device and our servers) and at rest (when it's stored on our servers).
- **Secure Servers:** We use secure servers hosted by reputable cloud providers (Firebase/Google Cloud).
- **Access Controls:** Access to your personal information is restricted to authorized personnel only.
- **Regular Security Audits:** We regularly review our security practices and update them as needed. However, no method of transmission over the internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

6. Your Data Rights and Choices

You have the following rights regarding your personal information:

- a. **Access:** You can request a copy of the personal information we hold about you.
- b. **Correction:** You can request that we correct any inaccurate or incomplete personal information we hold about you.
- c. **Deletion:** You can request that we delete your personal information. We will comply with your request unless we have a legitimate reason to retain the information (e.g., to comply with legal obligations, to resolve disputes, or to enforce our agreements).
- d. **Objection:** You can object to the processing of your personal information for certain purposes (e.g., direct marketing).
- e. **Data Portability:** You can request a copy of your personal information in a machine-readable format.

To exercise any of these rights, please contact us at zenflector@gmail.com. We will respond to your request within a reasonable timeframe.

7. Children's Privacy

Our App is not intended for use by children under the age of 12. We do not knowingly collect personal information from children under 12. If we become aware that we have collected personal information from a child under 12 without verification of parental consent, we will take steps to remove that information from our servers. If you believe that we might have any information from or about a child under 12, please contact us.

8. Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy within the App. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted.

9. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at: **Email:** zenflector@gmail.com

THANK YOU!