

# Privacy Policy

Arlo Balme, the creator of Screen Mirroring: AirPlay Cast (“we,” “us,” or “our”), is committed to protecting your privacy. This Privacy Policy outlines how we collect, use, and safeguard your personal information when you install and use our mobile application (“App”).

By using the App, you agree to the practices described in this Privacy Policy.

## 1. Information We Collect

### a. Information You Provide

To use certain features, we may ask for:

Your email address when creating an account

Access to your photos or camera roll (with your permission)

This data is necessary to provide full functionality and ensure optimal performance of the App.

### b. Information Collected Automatically

We automatically collect non-personal data through your device and usage behavior, including:

Device type and operating system

Region settings and IP address

Advertising ID (IDFA)

Log data (such as session times and feature usage)

We use this data to enhance your experience, analyze performance, and improve our services. This data is processed using third-party tools for analytics and advertising. We do not control how these third parties use data collected by their own technologies.

### c. Cookies and Similar Technologies

We may use cookies, pixels, and similar tools to track usage, serve personalized content, and optimize performance. These tools may also be used by our advertising partner

## 2. Purpose of Data Processing

We process your data to:

Provide and maintain App functionality

Improve performance and user experience

Deliver personalized ads and content

Communicate updates, promotions, or feedback requests

Detect and prevent fraud, spam, or abuse

Comply with legal requirements

If we plan to use your data for a new purpose, we will update this policy accordingly.

### 3. Data Sharing

We do not sell or rent your personal data. We may share anonymized or aggregated data with:

Analytics providers

Advertising partners

Infrastructure and service providers

We may disclose data if required by law or to protect our legal rights, safety, or the rights of others.

### 4. Data Retention

We retain your information only as long as needed to provide services and meet legal obligations. You can request the deletion of your data by contacting us. Some data may be retained for backup, auditing, or legal purposes for a limited time.

### 5. Security

We implement industry-standard security practices, including data encryption and secure transmission protocols. While we strive to protect your data, no method of transmission or storage is completely secure. In case of a breach, we will notify affected users as required by law.

### 6. Children's Privacy

The App is not intended for users under 18. We do not knowingly collect data from minors. If we learn that data was collected from someone under 18, we will delete it immediately. If you believe this has occurred, please contact us.

### 7. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted within the App and on this page. Continued use of the App indicates acceptance of the updated policy.

### 8. In-App Purchase & Refunds

If a refund is requested, we may share anonymized usage data with Apple to assess consumption of the purchased content. This may include usage time, purchase history, and refund status.

### 9. Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at:  
tanerkalafat0@icloud.com