

Privacy Policy

Effective date: 01.08.2025

Welcome to Actualize ("we", "us", or "our"). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our mobile application available on iOS (the "App").

By using the App, you agree to the collection and use of information in accordance with this Privacy Policy. If you do not agree, please do not use the App.

1. Information We Collect

We collect the following categories of data:

1.1. Account & Authentication Data

- Name and email address obtained through third-party login providers (Google, Apple, Facebook, Twitter)

1.2. Device & Usage Data

- Device type, operating system version, language settings
- App version, crash reports, performance metrics
- We may collect behavioral usage data to improve app functionality

1.3. Subscription & Transaction Data

- Subscription type, start and renewal dates, Apple transaction ID (we do not store payment details)

1.4. Push Notifications

- Device token to send push notifications if the user has enabled them

2. How We Use Your Information

We use your data to:

- Authenticate and manage user accounts
- Provide core app features and subscription access
- Monitor and analyze usage for product improvement
- Send important updates and notifications
- Ensure legal compliance and prevent misuse

3. Legal Basis for Processing

We process your data based on:

- **Consent** (e.g. enabling notifications or analytics)
- **Contractual necessity** (e.g. managing subscriptions)

- **Legitimate interests** (e.g. improving our services)

4. Sharing of Information

We do not sell or rent your personal data.

We may share your data with:

- **Apple** (for managing in-app purchases)
- **Firebase** and similar analytics tools (for app performance, crash reports, and user behavior insights)
- **Paywall** (for access to our full range of content)

These providers are contractually obligated to keep your data secure and process it only as instructed.

5. Data Storage and Retention

We retain your data as long as necessary for the purposes listed above or as required by law. You may delete your account at any time in the app, which will permanently remove your associated personal data from our systems.

6. Children's Privacy

Our app is not intended for users under the age of 12. We do not knowingly collect personal data from children under 12. If we become aware that such data has been collected, it will be promptly deleted.

7. Your Rights and Choices

You have the right to:

- Access or update your account information
- Delete your account from within the app
- Withdraw consent for push notifications or analytics
- Contact us to exercise any of these rights

8. Security

We use commercially reasonable safeguards to protect your data, including encryption and secure authentication. However, no system is completely secure, and we cannot guarantee absolute protection.

9. Changes to This Policy

We may update this Privacy Policy to reflect changes to our practices or legal requirements. Any updates will be posted in-app or via notification. Continued use of the App after such changes indicates acceptance.

10. Contact Us

If you have questions or concerns regarding this Privacy Policy or your data, please contact us at: Support@actualize-app.com