

Privacy Policy – Phi. My Pocket Coach

Effective date: October 30, 2025

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1. Overview

Phi. My Pocket Coach (“Phi”, “the App”, “we”, “our”, “us”) is owned and operated by Phi AI Inc., headquartered in Ottawa, Ontario, Canada. Phi provides in-the-moment emotional support and personalized guidance for working parents through a private, AI-powered chat interface.

We are committed to protecting your privacy and ensuring your personal information is handled responsibly and in compliance with PIPEDA and other applicable privacy laws.

2. Information We Collect

Phi is designed for privacy. You can use the App without creating an account or providing identifying information.

Depending on your device settings and usage, we may collect:

a. Information you provide:

- Text or voice messages you choose to enter in the chat interface.
- Optional feedback on responses (e.g., thumbs up/down).

All conversations are anonymized and processed securely to generate personalized coaching-style responses.

b. Information collected automatically:

- Basic device data (model, operating system, app version).
- Usage analytics (e.g., number of chats, session duration) to improve app performance and user experience.
- Optional notifications and reminders, if enabled in device settings.

c. Biometric information (for authentication only):

- Phi may use your device's local biometric authentication options (e.g., Face ID or fingerprint) to ensure secure access to the app on your device.
- Biometric data is processed locally on your device and is never transmitted to or stored by Phi.
- The App does not have access to or retain any biometric identifiers. All biometric functionality follows your device manufacturer's security protocols (e.g., Apple or Google).

Phi does **not** collect or store contact lists, location data, or biometric identifiers.

3. How We Use Information

We use anonymized and aggregated data to:

- Improve Phi's quality, tone, and helpfulness.
- Personalize follow-up messages and user digests (e.g., trends, reminders).
- Maintain system performance and detect potential issues.
- Ensure compliance and monitor AI safety.

We do not sell, rent, or share your personal information for advertising purposes.

4. Data Storage and Security

All data is encrypted in transit and at rest.

Phi's backend infrastructure and data storage are hosted on secure servers, managed by trusted third-party providers compliant with Canadian privacy and security standards.

Anonymous conversation data may be used for internal model improvement and analytics in compliance with OpenAI, Google Cloud, and other 3rd party privacy frameworks.

5. Data Retention

Anonymous conversation data is stored only as long as needed for app functionality, safety monitoring, and performance analytics. Users can permanently delete stored data at any time from the app.

6. Sharing of Information

We may share limited, anonymized data with trusted service providers who help us operate or improve the App (e.g., cloud hosting, AI processing).

These providers are bound by strict confidentiality and data protection agreements.

We may disclose information if required by law or to protect our legal rights.

7. Your Rights

As a user, you have the right to:

- Delete your data.
- Withdraw consent to notifications at any time.
- Contact us for any privacy-related concerns or clarifications.

Requests can be made at: **hello@phiai.me**

8. Children's Privacy

Phi is designed for adult users (18+). It is not intended for children, and we do not knowingly collect data from minors.

9. International Use

Phi is currently based in Canada. If you use the App from other jurisdictions, your data may be transferred and processed in Canada, where privacy laws may differ.

10. Contact Information

For questions, requests, or complaints about this Privacy Policy, please contact:

Phi AI Inc.
hello@phiai.me

11. Changes to This Policy

We may update this Privacy Policy periodically. Updates will be posted in-app and on our website. Continued use of Phi after updates constitutes acceptance of the revised policy.