

Privacy Policy for Affi

Last updated: July 28, 2025

Introduction

At Affi, your privacy is of utmost importance to us. This Privacy Policy explains how Evgeniia Vorontsova pr, Konsultantske delatnosti u oblasti informacione tehnologije Holyunicorn Novi Sad ("we," "our," or "us") handles your information when you use the Affi mobile application (the "App").

Developer Information:

- Company: Evgeniia Vorontsova pr, Konsultantske delatnosti u oblasti informacione tehnologije Holyunicorn Novi Sad
- Registration number: 66967280
- Address: 21000, MITE RUZICA 2, Novi Sad, Republic of Serbia
- Contact: hello@holyunic.com

What Information We Collect

Personal Information

Affi does not require user registration, and we do not collect any personal information such as names, email addresses, phone numbers, or account credentials.

Automatically Collected Information

While using our App, we may collect limited technical information through third-party SDK services for analytics and app improvement purposes:

- Basic device information (device type, operating system version, device identifier)
- App usage data (features accessed, session duration, crash reports)
- General location information (country/region level only)

Important: This data is anonymized and cannot be used to identify you personally.

Third-Party Services and SDKs

Our App contains third-party software development kits (SDKs) that may collect anonymized data for:

- App performance analytics
- Crash reporting and bug fixes
- Usage statistics to improve user experience

The collection and processing of this data is governed by the privacy policies of these third-party service providers. We ensure that all third-party services we use comply with applicable privacy laws and only collect anonymized, non-personal data.

How We Use Information

The limited data we collect is used solely to:

- Improve app functionality and user experience
- Fix technical issues and crashes
- Analyze app performance
- Develop new features for affirmations and meditations

We do not use any data for advertising, marketing, or commercial purposes beyond app improvement.

Data Sharing and Disclosure

We do not sell, trade, rent, or otherwise transfer your information to third parties for commercial purposes. The anonymized data collected through third-party SDKs may be shared with:

- Analytics service providers (under strict data processing agreements)
- Technical service providers who help maintain app functionality

We may disclose information only if required by law or to protect our rights and the safety of our users.

Data Security

We implement appropriate technical and organizational security measures to protect any information processed through our App. However, please note that no method of transmission over the internet or electronic storage is 100% secure.

Data Retention and Deletion

Since we collect minimal, anonymized data and no personal registration information:

- Technical data is retained only as long as necessary for app functionality (typically no longer than 24 months)

- **Uninstalling the App stops all data collection immediately**
- You can also limit data collection through your device settings

How to Stop Data Collection:

- **iOS users:** Go to Settings > Privacy & Security > Tracking > Allow Apps to Request to Track (disable for Affi)
- **Uninstall the App:** Complete removal stops all data collection permanently

Children's Privacy

Affi is suitable for users of all ages. We do not knowingly collect personal information from anyone, including children under 13. Our no-registration approach ensures no personal data is collected from users of any age.

International Data Transfers

As we are based in Serbia, any anonymized data collected through third-party services may be processed in Serbia or other countries where our service providers operate. We ensure appropriate safeguards are in place for any international data transfers.

Your Privacy Rights

Since we do not collect personal information and operate without user registration:

- No personal data means most privacy rights are automatically fulfilled
- You can stop all data collection by uninstalling the App
- You can manage tracking permissions through your device settings

If you have concerns about data processing, please contact us at hello@holyunic.com.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable laws. We will notify users of significant changes through the App or other appropriate means. Your continued use of the App after changes constitutes acceptance of the updated policy.

Contact Us

If you have questions about this Privacy Policy or our data practices, please contact us:

Evgeniia Vorontsova pr

Konsultantske delatnosti u oblasti informacione tehnologije Holyunicorn Novi Sad

Address: 21000, MITE RUZICA 2, Novi Sad, Republic of Serbia

Registration number: 66967280

Email: hello@holyunic.com

Governing Law

This Privacy Policy is governed by the laws of the Republic of Serbia and applicable international privacy regulations.

By using the Affi application, you acknowledge that you have read and understood this Privacy Policy.