

Borderline — Privacy Policy

Effective date: [e.g. 22 June 2026]

Your privacy matters. This policy explains what Borderline ("the App", "we", "us") does and does not collect. In short: **your travel data stays on your device and your private iCloud — we never receive it.** We collect only anonymous, non-identifying usage analytics to improve the App and measure our advertising.

Information we do NOT collect

- **Your travel history and locations.** All trips, border crossings, residency goals, and GPS coordinates are stored **on your device** and synced only through **your own private iCloud account**. We do not operate servers that store this data, and we never receive or have access to it.
- **Personal information.** The App requires **no account, login, name, email, or sign-up** to use.
- **Your precise location.** Location is used **only on your device** to detect border crossings (via Apple's geocoding). Your coordinates are saved to your private iCloud and are never sent to us.

Information we collect

We use **anonymous, privacy-preserving analytics** (provided by TelemetryDeck, a third-party analytics service) to understand how the App is used so we can improve it. This consists of:

- **Product interaction** — anonymous events such as completing onboarding, viewing the subscription screen, or adding a trip. These contain no personal information and no travel data.
- **An anonymous identifier** — a randomized, non-reversible identifier used only to count unique users. It cannot be used to identify you and is not your device's advertising identifier.
- **Advertising attribution data** — if you install the App after tapping one of our Apple Search Ads, Apple provides us with non-personal campaign information (such as the campaign or keyword) so we can measure which ads are effective. We also use Apple's SKAdNetwork, which reports anonymous, aggregated install and conversion data.

All of the above is **not linked to your identity** and is **not used to track you** across other apps or websites.

We do not track you

We do **not** use the device advertising identifier (IDFA), and we do **not** link your data with data from other companies for advertising. Because of this, the App does not ask for App Tracking Transparency permission. Our Apple Search Ads attribution uses Apple's privacy-preserving AdServices framework, which is not considered tracking.

Subscriptions and payments

Subscriptions are processed by **Apple** through the App Store. We never receive or store your payment details. Apple's handling of your purchase is governed by Apple's Privacy Policy.

Third-party services

- **Apple iCloud (CloudKit)** — stores your travel data in your own private iCloud account, under your control.
- **Apple (App Store / StoreKit / Search Ads / SKAdNetwork)** — payments and privacy-preserving ad attribution.
- **TelemetryDeck** — anonymous usage analytics. TelemetryDeck is designed to collect no personal data.

Data retention and deletion

Because your travel data lives in your own iCloud, you control it: deleting the App and removing its data from iCloud removes it. Anonymous analytics events cannot be tied to you and therefore cannot be individually identified or deleted.

Children's privacy

The App is not directed to children, and we do not knowingly collect personal information from children.

Changes to this policy

We may update this policy as the App evolves. Material changes will be reflected by updating the effective date above.

Contact

If you have questions about this policy, contact us at peteryeung0530@gmail.com