

Privacy Policy – Purio App

Last updated: March 2026

Purio (“we”, “our”, or “us”) respects your privacy and is committed to protecting your personal data. This Privacy Policy explains what data we collect, how we use it, and what rights you have when using the Purio mobile application.

By using the Purio app, you agree to the practices described in this policy.

1. Information We Collect

1.1 Personal Information

When you create an account, we may collect:

- First name
- Last name
- Email address

This information is used to create and manage your account and communicate with you regarding the app.

1.2 Product and Scan Data

When you use the app to scan products, we may collect:

- Barcode numbers of scanned products
- Product images captured by the camera (such as ingredient lists)

- Ingredients detected from images using AI analysis
- Additives identified during the analysis
- Product nutritional information if available

This information is used **only to analyze products and improve the product database**.

1.3 Health and Nutrition-Related Data

Purio analyzes food ingredients and provides informational scores such as:

- Nutrition score
- Additives score
- Ultra-processed score

These scores are **generated by algorithms based on product ingredients**.

Purio **does not collect medical records, diagnoses, or personal health information about users**.

The analysis results are provided **for informational purposes only** and should not be considered medical advice.

1.4 Usage and Analytics Data

We may collect anonymized or pseudonymized data about how the app is used, such as:

- App interactions
- Feature usage
- Error logs
- Device information (device type, OS version)

This data helps us improve performance and user experience.

2. How We Use Your Data

We use the collected data to:

- Provide access to the Purio app
- Analyze food products and ingredients
- Generate nutrition and additives safety scores
- Improve the product database
- Improve app functionality and user experience
- Provide technical support
- Communicate important updates about the service

We do not sell personal data.

3. User-Submitted Content

If a product is not found in the database, users may choose to submit:

- Product photos
- Ingredient lists
- Product details

This information is used to expand and improve the Purio product database.

Submitted data may be reviewed by the Purio team before being published in the app.

4. Third-Party Services

Purio may use trusted third-party services to operate the app, such as:

- Cloud infrastructure providers
- Database hosting providers
- Analytics tools
- AI processing services

These providers may process data on our behalf under strict security and confidentiality obligations.

Examples include services such as Supabase, cloud storage providers, or AI processing APIs.

5. Data Storage and Security

Your data is stored in secure cloud environments.

We implement technical and organizational measures to protect data from:

- Unauthorized access
- Data loss
- Alteration
- Disclosure

However, no digital system can guarantee absolute security.

6. Data Retention

We retain your data only as long as necessary to:

- Provide the Purio service
- Maintain the product database
- Comply with legal obligations

Users may request deletion of their personal data at any time.

7. Your Rights

Depending on your jurisdiction (including GDPR in the European Union), you have the right to:

- Access your personal data
- Correct inaccurate data
- Request deletion of your data
- Withdraw consent
- Request data portability
- Restrict or object to data processing

To exercise these rights, contact us at:

 hello@purio.io

8. Children's Privacy

Purio is not intended for children under the age of 13.

We do not knowingly collect personal data from children.

If we become aware that such data has been collected, it will be deleted.

9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time.

When changes occur, we will update the “Last updated” date and may notify users within the app.

Continued use of the app after updates constitutes acceptance of the revised policy.

10. Contact

If you have any questions regarding this Privacy Policy, please contact us:

 hello@purio.io
