

Privacy Policy for NutriPixel

Last updated: 22 - Sept - 2026

NutriPixel ("we," "us," "our") is a calorie and nutrition tracking app. This Privacy Policy explains what information we collect, how we use it, and the choices you have. By using NutriPixel, you agree to this policy.

If you have questions, contact us at mishika.techno@gmail.com

1. INFORMATION WE COLLECT

Account information

- Email address and/or phone number, used to sign in via Google Sign-In or phone OTP (via Firebase Authentication).
- You may also use the app as a Guest without creating an account. Guest data is stored only on your device and is lost if you uninstall the app or clear its data, unless you later link a Google account.

Health and fitness information

- Nutrition data you log: meals, food items, calories, protein, carbs, fat, water intake.
- Body metrics you choose to enter: weight, height, age, and optional progress photos.
- Goals and preferences you set (calorie/macro targets, activity level).

Photos you provide

- Meal photos you take or select are sent to our AI service to estimate nutrition. We do not use meal photos for any purpose other than that estimate, and we do not store them longer than necessary to provide the feature. [CONFIRM RETENTION: are photos deleted after processing, or stored with the meal entry? Update this line to match reality.]
- Progress photos you add under Weight Log are stored so you can view your before/after progress. These are stored [ON YOUR DEVICE ONLY / ALSO ON OUR SERVERS — pick the accurate one] and are visible only to you.

Usage and device information

- App activity (e.g. screens viewed, features used, meals logged) via PostHog and Google Analytics for Firebase.
- Crash and error reports via Sentry, which may include device model, OS version, and app state at the time of the error.
- We configure these tools not to collect your name, email, or health

values as event properties; only your internal account ID is attached to activity, so we can tell that the same user did two things without storing who that person is in the analytics tool itself.

Purchase information

- If you subscribe to NutriPixel Pro, purchase and subscription status is handled by Google Play and RevenueCat. We receive your entitlement status (e.g., "Pro, active until [date]") but not your payment card details, which we never see.

2. HOW WE USE YOUR INFORMATION

We use the information above to:

- Provide the app's core features: logging meals, estimating nutrition from photos or text, tracking water and weight, and showing your progress and goals.
- Sync your data across your devices when you're signed in.
- Maintain and improve the app, including fixing bugs (via crash reports) and understanding which features are used (via analytics).
- Process and manage subscriptions.
- Communicate with you about your account or send optional reminder notifications (e.g., to log a meal), which you can turn off in your device's notification settings.

We do not use your health data for advertising, and we do not sell your personal information to third parties.

3. HOW WE SHARE YOUR INFORMATION

We share information only with service providers who help us run the app, under agreements that limit their use of your data to providing their service to us:

- Firebase / Google Cloud (Google LLC) — authentication and, if used, cloud file storage.
- Microsoft Azure — our backend, database, and the AI service that estimates nutrition from your meal photos and descriptions.
- RevenueCat and Google Play — subscription and purchase processing.
- PostHog — product analytics.
- Sentry — crash and error reporting.

We may also disclose information if required by law, to protect our

rights, or in connection with a merger, acquisition, or sale of assets (you would be notified of any such change).

We do not share your data with other users of the app; your logs and photos are private to your account.

4. DATA RETENTION

We retain your account data for as long as your account is active. If you delete your account [OR: request deletion by emailing us — see Section 6], we delete your personal data within 30 days, except where we must retain it to comply with law, resolve disputes, or enforce our agreements.

Analytics and crash data may be retained by our providers according to their own retention schedules for 12 months.

5. YOUR CHOICES

- Guest mode: use the app without creating an account; all data stays on your device.
- Edit or delete individual meal, water, or weight entries at any time in the app.
- Sign out at any time from the Profile screen.
- Account deletion: email us at mishika.techno@gmail.com from the email address associated with your account, or contact us with your registered phone number.
- Notifications: control reminder notifications in your device settings.

6. ACCOUNT AND DATA DELETION

To request deletion of your account and associated data, email us at mishika.techno@gmail.com from the email address associated with your account, or contact us with your registered phone number. We will delete your data within [30] days, except where retention is required by law.

7. CHILDREN'S PRIVACY

NutriPixel is not directed to children under 18 and we do not knowingly collect information from children under 18. If you believe a child has

provided us with personal information, contact us at mishika.techno@gmail.com and we will delete it.

8. SECURITY

We use industry-standard measures to protect your information, including encrypted connections (HTTPS) between the app and our servers, and authenticated access to backend data. No method of transmission or storage is 100% secure, and we cannot guarantee absolute security.

9. INTERNATIONAL DATA TRANSFERS

Your information may be processed in countries other than your own, including [INDIA / UNITED STATES — wherever your Azure and Firebase regions are], which may have different data protection laws than your country of residence.

10. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time. We will notify you of material changes by updating the "Last updated" date above, and where appropriate, through the app.

11. CONTACT US

If you have questions about this Privacy Policy or your data, contact: mishika.techno@gmail.com