

Conceiva Privacy Policy

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Conceiva ("we," "our," or "us") respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, share, and protect your information when you use the Conceiva mobile application.

The short version: your cycle data lives on your device. A few optional features send specific data off your device in order to work (AI chat, AI photo analysis, anonymous analytics, and purchases). Each one is described below, and the AI features ask for your permission inside the app before anything is sent.

Information We Collect

We collect information you provide directly, information generated through your use of the app, and, if you choose to connect them, information from health services you authorize. Conceiva does not require an account.

1. Information You Provide

- Cycle data (period dates, flow, symptoms)
- Ovulation-related data (cervical mucus observations, ovulation test (LH) results)
- Sexual activity logs
- Pregnancy test results
- Photos you choose to submit for analysis (cervical mucus photos, ovulation test strip photos, pregnancy test photos)
- Messages you type to the AI chat assistant
- Onboarding answers (why you use Conceiva, cycle regularity, birth year)
- Email address and message contents (if you contact support)
- Any other information you choose to enter

How we collect it: you enter this information yourself in the app's log screens, onboarding, chat, and photo pickers. Nothing in this list is collected in the background.

2. Automatically Collected Information

- Basic device information (device type, operating system, app version)
- App usage data, only if you enable Share Anonymous Usage Data (see Anonymous Usage Analytics below)
- Purchase and subscription status (whether you have an active subscription, never your payment details)

3. Information From Connected Health Services (Optional)

If you choose to connect Apple Health or an Oura Ring, Conceiva imports overnight temperature readings with your permission. These readings are stored on your device and used to improve your cycle insights.

They are not sent to our AI provider, not sold, and not used for advertising. You can disconnect either integration anytime in Settings, which stops syncing and removes the imported readings from the app.

How We Use Your Information

We use your information to:

- Provide and improve Conceiva's features
- Generate personalized fertility insights and cycle predictions
- Power features like daily chance levels and the virtual pregnancy test
- Answer your questions in the AI chat and read the photos you submit (see AI Features below)
- Process your subscription and in-app purchases
- Respond to support requests
- Maintain and improve app performance and reliability

Insights are generated by patterns and algorithms based on established scientific research and fertility awareness methods. They are estimates, not medical diagnoses.

Where Your Data Lives

Your health and cycle data are stored on your device. Data leaves your device only when you use one of these features:

- AI chat and photo analysis (described in the next section)
- Anonymous usage analytics, if you enable it (see Anonymous Usage Analytics)
- In-app purchases and subscription management (see Purchases and Subscriptions)

Deleting the app deletes the data stored on your device.

AI Features: Chat and Photo Analysis (OpenAI)

Conceiva's AI chat and AI photo analysis are powered by OpenAI, a third-party AI service provider in the United States. This section describes exactly what is sent, who receives it, and when.

What is sent, and when:

- AI chat: when you send a message, we transmit your message, your recent chat history, and a summary of your Conceiva data (your cycle dates and lengths, predicted period and ovulation timing, logged symptoms, cervical mucus observations, ovulation test results, intercourse entries, emergency contraception entries, and your in-app estimates) so the assistant can answer with your situation in mind.
- Photo analysis: when you choose to have a photo read (a cervical mucus photo, an ovulation test strip photo, or a pregnancy test photo), we transmit that photo.

Nothing is sent unless you actively use one of these features. If you never use them, no data goes to OpenAI.

Who receives it: the data travels from your device to Conceiva's own server, which forwards it to OpenAI to generate the response. Our server does not keep a copy of your messages or photos.

Your permission comes first: before the first time anything is sent, the app shows a consent notice that names OpenAI, describes what will be sent, and asks for your permission. If you decline, nothing is sent. The AI features simply stay unavailable and the rest of the app keeps working. You can withdraw your permission at any time in Settings under "AI chat & photo analysis," after which the app will ask again before any AI feature sends data.

How OpenAI may use it: OpenAI processes this data solely to provide the response, under terms that restrict it from using the data for other purposes and that require protection consistent with this policy. Under OpenAI's API data policies, data submitted through the API is not used to train OpenAI's models, and may be retained for a limited period (currently up to 30 days) for trust and safety monitoring before deletion. You can review OpenAI's privacy practices at <https://openai.com/policies/privacy-policy>

We never sell this data, and it is not used for advertising.

Purchases and Subscriptions

Payments are processed by Apple through your App Store account. We never see or store your card number or Apple ID password. To operate our paywall and subscriptions we use two service providers: Superwall (displays the paywall and manages the purchase flow) and RevenueCat (keeps a record of subscription status). They receive purchase events, subscription status, and a random per-install identifier. They do not receive your health logs, chat messages, or photos.

By using our app and making in-app purchases, you consent to our sharing of data regarding your usage and consumption of purchased content with Apple, as part of our efforts to resolve refund requests. This information may include details about how you have accessed and interacted with the purchased content. The purpose of sharing this data is to help Apple make an informed decision regarding refund requests. We ensure that such data sharing is done only as necessary to process your requests and in compliance with applicable policies.

Data Sharing

We do not sell your personal data. We share limited information only with:

- OpenAI, to power AI chat and photo analysis (see AI Features above), and only with your in-app permission
- PostHog, for anonymous usage analytics (see Anonymous Usage Analytics below), and only if you opt in
- Superwall and RevenueCat, to operate the paywall and subscriptions (see Purchases and Subscriptions above)
- Cloud hosting providers that run our server infrastructure, under strict confidentiality
- Apple, for payment processing and refund resolution
- Authorities, if required by law or to protect our legal rights

Each service provider processes your data under agreements that require it to protect your information to the same or an equal standard as this policy, and to use it only to provide its service to us.

Advertising Attribution SDK (Currently Inactive)

The app includes the Singular SDK, a tool for measuring the effectiveness of app-install ads. In the current version it is not configured, and it does not collect or send any data. If we activate it in a future version, it would receive device information and app events (never your health logs, chat messages, or photos), we would update this policy and the App Store privacy details first, and any ad tracking would happen only with the permission iOS requires.

Anonymous Usage Analytics

Conceiva uses PostHog (PostHog, Inc.) to understand how the app is used so we can improve features, notifications, and onboarding. This is product analytics, not medical tracking.

What We Collect (When Enabled)

If you enable Share Anonymous Usage Data during onboarding or in Settings, we may collect:

- Which app screens you open and how long you stay on them
- Which product features you use (for example, opening the log screen or virtual pregnancy test, not the contents you log)
- Whether you opened the app from a notification (notification type only)
- Onboarding progress (step names only, not your responses)
- Your birth year (from onboarding), used only to calculate an approximate age in years for aggregate statistics (for example, average age of users who opt in). We do not send your name with this.
- App version and device platform (iOS/Android)

What We Do Not Collect Through Analytics

We do not send the following to PostHog:

- Your name, email address, or Apple ID
- Your onboarding survey answers (why you use Conceiva, how long you've been TTC, and similar responses)
- Period, sex, cervical mucus, symptom, temperature, ovulation test, or pregnancy test log details (including dates, types, or photos)
- Chat messages or AI conversation content
- Photos submitted for cervical mucus, ovulation test, or pregnancy test analysis
- Precise location data

Your health and cycle data remain on your device unless you use a feature that sends information to our servers. Those features are AI chat and AI photo analysis, described in the section "AI Features: Chat and Photo Analysis (OpenAI)" above.

How Analytics Works

- Analytics events are sent to PostHog servers (United States by default via us.i.posthog.com, or EU servers via eu.i.posthog.com if configured).
- PostHog assigns a random device identifier (distinct_id) to group events from the same app installation.
- Conceiva does not use PostHog's identity features to associate analytics with your name, email, or health information.
- You can disable analytics at any time in Settings, using the Usage analytics toggle. When disabled, new analytics events will no longer be sent.
- Birth year is sent at most once per install (when you have analytics enabled and finish onboarding, or when you later enable analytics in Settings), as a one-off event property, not as a named user profile.

Third-Party Service Provider

PostHog acts as a service provider/processor for analytics data. You can review PostHog's privacy policy here: <https://posthog.com/privacy>

Research (optional)

Conceiva runs a private research study to understand what helps people conceive. Taking part is completely optional. Conceiva works exactly the same whether you join or not, and you can leave at any time in Settings.

What joining means.

If you turn on "Contribute to Conceiva research," we include a copy of your cycle and logging data in the study. Your data is shared under a random study code, never your name. It is never sold, and it is never shared with advertisers.

What we include.

Your cycle dates and logged periods, sexual activity, cervical mucus observations, LH test results, pregnancy test results, symptoms you tag, any temperature you sync from a wearable, your birth year, your cycle and period length, and your onboarding answers about trying to conceive.

What we never include.

Your name, your email or contact details, your photos, anything you type in a free-text note, and any device identifier. Nothing in the research data can be used to identify you.

Where it is stored. The research data is stored securely in our research database, hosted by Railway (our data processor) in the United States, kept separate from our product analytics. Your health data is never sent to our analytics provider.

Legal basis.

We process this data only with your explicit consent (UK and EU GDPR Article 9(2)(a), consent to processing special category health data). You can withdraw it at any time.

How long we keep it. We keep research data for the duration of the study and for up to 5 years after the study concludes, after which it is deleted or irreversibly anonymized.

Leaving the study.

Turn off "Contribute to Conceiva research" in Settings at any time. We stop including your data in any new analysis and delete the research copy of your data. You can also email [your privacy email] to ask us to delete it.

Your rights.

You can ask us to access, correct, or delete your research data, or to stop processing it, at any time, by emailing chenglin@growlabsllc.com

Data Security

We take reasonable technical and organizational measures to protect your information from unauthorized access, loss, or misuse, including encryption of data in transit. However, no system is completely secure.

Data Retention

- Data you log in the app stays on your device until you delete it, reset the app, or uninstall the app.
- Chat history is stored on your device and can be cleared in the app.
- Our server does not keep copies of your chat messages or photos after processing them.
- Data sent to OpenAI is retained by OpenAI for a limited period (currently up to 30 days) for trust and safety monitoring and then deleted, under OpenAI's API data policies.
- Analytics event data is retained according to our PostHog project settings, which may be up to several years unless a shorter retention period is configured.
- Records shared with Apple to resolve refund requests are kept only as long as needed for that purpose.

You may request deletion of analytics data associated with your device identifier, or of any other data we hold, by contacting us at chenglin@growlabsllc.com

Your Choices

You can:

- Choose what data you log in the app
- Decline or withdraw AI data sharing at any time (Settings, "AI chat & photo analysis"); the app asks for your permission before the first AI use either way
- Turn analytics off at any time (Settings, "Usage analytics")
- Disconnect Apple Health or Oura at any time (Settings, Integrations)
- Reset the app or uninstall it to delete the data stored on your device

- Contact us to request deletion of data we hold (such as analytics data or support correspondence)

To request data deletion or ask questions, contact: chenglin@growlabsllc.com

International Data Transfers

Our server and the service providers named in this policy (OpenAI, PostHog, Superwall, RevenueCat) process data in the United States. Where the law of your region requires it, we rely on appropriate safeguards for these transfers, and you can contact us for more information about them.

Legal Basis (Where Applicable)

Where required by law, including under GDPR or UK GDPR:

- We rely on your consent for AI data sharing and for optional analytics. You may withdraw either consent at any time in Settings, as described above.
- We rely on the performance of our contract with you for core app functionality and purchases.
- We rely on legitimate interests for app security, support, and fraud prevention.

You also have the right to access, correct, delete, and receive a copy of your personal data, and the right to lodge a complaint with your supervisory authority.

Children's Privacy

Conceiva is not intended for individuals under 13. We do not knowingly collect personal information from children.

Medical Disclaimer

Conceiva does not provide medical advice. All insights are based on general scientific research and fertility awareness methods. Always consult a healthcare provider for medical decisions.

Changes to This Policy

We may update this Privacy Policy from time to time. Updates will be posted within the app or on our website. For material changes, such as activating a new data integration, we will update this policy before the change takes effect.

Contact Us

If you have questions about this Privacy Policy, contact us at: chenglin@growlabsllc.com