

Privacy Policy

Effective Date: September 2, 2025

This Privacy Policy describes how **Momentum** ("we," "us," or "our") collects, uses, and protects your personal information when you use our mobile application and related services (collectively, the "Service"). We are committed to protecting your privacy and handling your data with care.

1. Information We Collect

1.1 Information You Provide

When you create an account, we collect information you voluntarily provide, such as your username, email address, profile picture, and any personal description. We also collect content you upload to the Service, including videos, comments, and messages. If you contact our support team, we will collect the information you provide in that communication.

1.2 Automatically Collected Information

When you use the Service, we automatically collect certain information about your device and activity. This includes:

- **Usage Data:** Details of your interactions with the Service, such as the videos you watch, the features you use, the time and date of your visits, and your search queries.
- **Device Information:** Information about the device you use to access the Service, including the device model, operating system, unique device identifiers, and mobile network information.
- **Location Information:** With your permission, we may collect precise location data from your device to enable location-based features. You can disable this in your device settings.

2. How We Use Your Information

We use the information we collect for the following purposes:

- **To Provide and Maintain the Service:** To operate the Service, personalize your experience, and deliver the content you see on your feed.
- **To Improve and Develop the Service:** To analyze usage trends, troubleshoot technical issues, and enhance our features, such as the content recommendation algorithms.

- **To Communicate with You:** To send you service announcements, updates, and promotional materials. You can opt out of marketing communications at any time.
- **For Safety and Security:** To protect our users and the integrity of the Service, including detecting and preventing fraud, abuse, and other malicious activities.
- **To Enforce Our Policies:** To ensure compliance with our Terms of Service and other rules.

3. How We Share Your Information

We do not sell your personal information. We may share your information with third parties in the following circumstances:

- **With Service Providers:** We may share your data with third-party vendors and service providers who perform services on our behalf, such as cloud hosting, analytics, and customer support. These providers are bound by confidentiality agreements and are prohibited from using your data for any other purpose.
- **For Legal Reasons:** We may disclose your information if required by law or in response to valid requests by public authorities, such as a court order or subpoena.
- **With Your Consent:** We may share your information with third parties when we have your explicit consent to do so.

4. Data Security

We implement reasonable security measures to protect your personal information from unauthorized access, use, or disclosure. However, no method of transmission over the internet or electronic storage is 100% secure. While we strive to protect your data, we cannot guarantee its absolute security.

5. Your Choices and Rights

You have control over your information:

- **Access and Correction:** You can review and update your account information at any time through the Service's settings.
- **Data Deletion:** You may request the deletion of your account and personal data by contacting us. We will take reasonable steps to delete your information, subject to any legal retention requirements.
- **Marketing Communications:** You can opt out of receiving promotional emails by following the unsubscribe instructions in those messages.

6. International Data Transfers

Your information may be transferred to and stored on servers located outside of your country of residence. By using the Service, you consent to the transfer of your information to countries that may not have the same data protection laws as your jurisdiction.

7. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new policy on this page. We encourage you to review this policy periodically. Your continued use of the Service after any changes signifies your acceptance of the updated policy.