This Privacy Policy explains how **GoBigBed** collects, uses, stores, and shares your personal information. Here's the TL;DR:

We want you to sleep better!

We will never sell your information: We will never sell your personal information (and that most certainly includes your email sleep data) to third-parties. In fact, we don't even collect your sleep data on our servers.

We limit the information we collect. We only collect the information necessary to create your account, track your usage of reward points, maintain and improve our services, and provide outstanding support.

The information we collect

We collect certain information when you use GoBigBed, including information you provide us and information we collect automatically from your device.

Information you provide to us

- **Account information.** When you create a GoBigBed account, you're asked to create a login with your email address and display name. We also store information about how many rewards program points you've used (Phillips Exeter Academy students only).
- **Other information you provide directly to us.** For example, you have the option to submit additional information as you use GoBigBed, such as feedback via surveys, email, and in-app support.

Information we collect automatically

Some information is automatically collected by our subprocessors as you use GoBigBed, including:

- **Information about your device**: When you visit our website or use GoBigBed, we collect information about your device type, operating system, resource identifiers like your application ID and bundle ID, and IP address.

How we use your information

Under GDPR, we need to have a valid reason to process personal information. We use your data to:

- **Provide you with access to GoBigBed**: We want you to have the best experience possible when using GoBigBed. In order to do that, we need to process information about you (e.g., the device you're on, the features you're trying to use), to provide you with continuous access to our services.
- **Contact you**: We use your information to contact you in connection with your account. We may also use your information to contact you about product or policy changes, though we reserve the right to change our policies just by posting the new policy to our app store listings.
- **Offer customer service**: We use your information to respond to your questions about GoBigBed and investigate bugs or other issues.

Disclosure of personal information to third parties

We may share your personal information with third parties under the following circumstances:

- Service providers: We may engage trusted third-party service providers (e.g., emails, notifications, and product analytics services) to assist us in delivering and improving our product. These service providers have access to your personal information solely for the purpose of performing their services on our behalf and are obligated to maintain its confidentiality.
- Legal requirements: We may disclose your personal information if required to do so by law or in response to valid legal requests, such as court orders or government regulations.
- Business transfers: In the (unlikely) event we're involved in a merger, acquisition, or sale of all or a portion of our assets, your personal information may be transferred as part of that transaction. Before making any changes, we will notify you via email or through a prominent notice on our website, to give you ample opportunity to update, transfer, export, or delete your data.

International transfers of personal information

The personal information we collect is stored and / or processed in the United States.

Security of your personal information

We take reasonable measures to protect your personal information from unauthorized access, use, or disclosure. However, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

Information retained until your account is deleted

We keep some data while you have a registered account. This includes:

- Your account details: email, display name and rewards points spent (for Phillips Exeter Academy students only);
- Information about how you've previously used GoBigBed;
- Feedback you've previously shared (e.g., support logs and feature requests).

It's currently not possible to delete your GoBigBed account from within the product. If you'd like to delete your account and all data, please email oluwajoba.okeremi@gmail.com.

Children's privacy

We are not targeting GoBigBed directly at children under the age of 13 and we don't knowingly collect personal information about children under 13.

Your rights

You have certain rights regarding your personal information under applicable data protection laws, such as GDPR, including:

- Right to Access: You can request a copy of the personal information we hold about you.
- Right to Rectification: You can update or correct your personal information if it is inaccurate or incomplete.
- Right to Erasure: You can request the deletion of your personal information in certain circumstances.
- Right to Object: You can object to the processing of your personal information for direct marketing purposes or based on legitimate interests. (We don't do that anyway.)

If you have any questions about these rights or wish to exercise control over your information, please reach out to us via email at oluwajoba.okeremi@gmail.com.

Changes to our Privacy Policy

Occasionally, we'll need to update our Privacy Policy to reflect updates to our business processes or other changes. When we do, we'll indicate when it was changed.

Contact us

You can email us at oluwajoba.okeremi@gmail.com with any questions about this Privacy Policy or how we process your information.

This policy is effective as of May 19th, 2026, and was last updated May 19th, 2026.