

BeachLens

Privacy Policy

Effective Date: March 16, 2026

1. Introduction

Welcome to BeachLens ("App"), operated by ALAREX LLC ("we," "our," or "us"). We are committed to protecting your privacy and ensuring transparency about how we collect, use, and share your information.

This Privacy Policy explains our data practices for the BeachLens iOS application. By using BeachLens, you agree to the collection and use of information in accordance with this policy. If you do not agree, please do not use the App.

2. Information We Collect

We collect the following categories of personal information when you use BeachLens:

2.1 Contact Information

- Name — Used for app functionality, product personalization, analytics, developer's advertising or marketing, and third-party advertising.
- Email Address — Used for app functionality, analytics, product personalization, developer's advertising or marketing, and third-party advertising.
- Phone Number — Used for analytics, app functionality, product personalization, developer's advertising or marketing, and third-party advertising.

2.2 Financial Information

- Payment Information — Used for app functionality and analytics. Payment processing is handled securely and in compliance with applicable standards.

2.3 Location Data

- Precise Location — Used for product personalization, app functionality, analytics, third-party advertising, and developer's advertising or marketing.
- Coarse Location — Used for developer's advertising or marketing, app functionality, analytics, product personalization, and third-party advertising.

2.4 User Content

- Emails or Text Messages — Used for third-party advertising and developer's advertising or marketing.
- Photos or Videos — Used for product personalization, app functionality, and analytics.
- Other User Content — Used for product personalization, app functionality, and analytics.

2.5 Search History

- Search History — Used for product personalization, analytics, and app functionality.

2.6 Identifiers

- User ID — Used for analytics, app functionality, and product personalization.
- Device ID — Used for app functionality, product personalization, and analytics.

2.7 Usage Data

- Product Interaction — Used for third-party advertising, product personalization, analytics, developer's advertising or marketing, and app functionality.
- Advertising Data — Used for product personalization, app functionality, developer's advertising or marketing, analytics, and third-party advertising.
- Other Usage Data — Used for app functionality, product personalization, developer's advertising or marketing, analytics, and third-party advertising.

2.8 Diagnostics

- Crash Data — Used for app functionality and stability improvements.
- Performance Data — Used for analytics, third-party advertising, developer's advertising or marketing, product personalization, and app functionality.
- Other Diagnostic Data — Used for app functionality, developer's advertising or marketing, analytics, third-party advertising, and product personalization.

3. How We Use Your Information

We use the information collected for the following purposes:

- App Functionality: To operate, maintain, and improve the features and services of BeachLens.
- Product Personalization: To tailor your in-app experience, including content and recommendations based on your preferences, location, and usage patterns.
- Analytics: To understand how users interact with the App, diagnose issues, and improve performance.
- Developer's Advertising or Marketing: To market BeachLens and ALAREX LLC's products and services to you.
- Third-Party Advertising: To display relevant advertisements from our advertising partners within the App.

4. Data Linking to Your Identity

As disclosed in the App Store, the data categories listed in this policy are collected but are not linked to your personal identity. We do not create profiles that associate your name or account with your behavioral or diagnostic data for the purposes of cross-context tracking beyond what is disclosed herein.

5. Location Data

BeachLens collects both precise and coarse location data to provide location-based features such as identifying nearby beaches, personalizing content, and delivering relevant advertising. Location access requires your explicit permission through your device's operating system settings. You may revoke this permission at any time in your iOS Settings.

6. How We Share Your Information

We may share your information with the following parties:

- **Service Providers:** Third-party vendors who assist us in operating the App, processing payments, or performing analytics. These providers are bound by confidentiality obligations.
- **Advertising Partners:** We work with third-party advertising networks that may use data collected through the App to display targeted advertisements. These partners may operate under their own privacy policies.
- **Legal Obligations:** We may disclose information if required by law, court order, or governmental authority, or to protect the rights and safety of ALAREX LLC and its users.
- **Business Transfers:** In the event of a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction.

We do not sell your personal information to third parties.

7. Data Retention

We retain your personal information for as long as necessary to provide our services, comply with legal obligations, resolve disputes, and enforce our agreements. When data is no longer needed, we will securely delete or anonymize it.

8. Your Rights and Choices

Depending on your location, you may have the following rights regarding your personal information:

- **Access:** Request a copy of the personal data we hold about you.
- **Correction:** Request correction of inaccurate or incomplete data.
- **Deletion:** Request deletion of your personal data, subject to applicable legal requirements.
- **Opt-Out of Advertising:** You may opt out of personalized advertising through your device's privacy settings (Settings > Privacy & Security > Tracking on iOS) or by limiting ad tracking.
- **Location Permissions:** You can disable location access at any time via iOS Settings > BeachLens > Location.

To exercise any of these rights, please contact us using the information in Section 12 below.

9. Children's Privacy

BeachLens is not directed to children under the age of 13. We do not knowingly collect personal information from children under 13. If you believe we have inadvertently collected such information, please contact us immediately and we will take steps to delete it.

10. Data Security

We implement reasonable technical, administrative, and physical safeguards to protect your information from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the internet or electronic storage is 100% secure. We cannot guarantee absolute security of your data.

11. Third-Party Services and Links

The App may contain links to third-party websites or services that are not operated by us. We are not responsible for the privacy practices of these third parties. We encourage you to review the privacy policies of any third-party services you access through BeachLens.

12. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

ALAREX LLC

Email: jarellfelix@alarextech.com

Mailing Address: 2709 Doyle Circle, Lakeland, Florida, 33801

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable law. When we make material changes, we will update the "Effective Date" at the top of this policy and notify you through the App or other appropriate means. Your continued use of BeachLens after any changes constitutes your acceptance of the updated policy.