

# Privacy Policy for SoulMark

Effective Date: 5/26/2025

Last Updated: 6/20/2025

SoulMark ("we", "our", or "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, and share information through our iOS app, SoulMark, a journaling and reflection app that allows users to capture photos, record moods, write personal entries, and receive daily inspiration.

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## 1. Information We Collect

We may collect or receive the following types of information when you use the app:

### a. Personal Content (Photos, Mood, Text Entries)

- The app allows you to take photos, select a mood (emoji), and write journal entries.
- All content is stored locally on your device only. We do not collect, store, or transmit this data to any external server.
- You are in full control of your data. Nothing is uploaded or shared unless you choose to manually do so.

### b. Device & Usage Data (via Google AdMob)

To support our free version, we use Google AdMob to serve in-app advertisements. This may collect:

- Device identifiers (e.g., IDFA)
- Coarse location (based on IP address)
- Ad performance metrics (e.g., impressions, clicks)
- General app interaction data (e.g., how often you use the app)

We do not access or store this data directly. It is handled securely by Google through their AdMob SDK.

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## 2. Why We Collect Data

We collect and use data to:

- Display relevant ads through Google AdMob
- Analyze general app usage for ad performance
- Deliver a personalized experience (e.g., quote of the day, journaling reminders — all done locally)

We do not sell or share your personal data. No profiling is performed beyond what's needed for contextual ad display.

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## 3. Tracking & User Choice

Upon first launch, you may be asked for permission to allow tracking ("Ask App Not to Track"). If denied, only non-personalized (contextual) ads will be shown.

To manage your preferences later:  
iOS Settings > Privacy & Security > Tracking

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## 4. Third-Party Services

We use:

- Google AdMob – for in-app advertisements.  
See AdMob's Privacy Policy for more details.

These services may collect data as outlined above. Their practices are governed by their respective privacy policies.

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## 5. Children's Privacy

**SoulMark is not intended for children under the age of 13. We do not knowingly collect personal data from children. If you believe a child has used the app and shared information, please contact us to remove it.**

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## **6. Data Retention**

- **All journal entries, moods, and photos are saved locally on your device.**
  - **We do not retain any personal data on our servers.**
  - **Deleting the app will remove all your locally stored data unless you've manually backed it up.**
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## **7. Your Privacy Rights**

**Depending on your region, you may have the right to:**



- **Access the data AdMob collects (via Google)**
- **Opt out of ad tracking**
- **Delete app data (by deleting the app)**

**For any privacy-related questions or requests, contact us using the information below.**

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## **8. Contact Us**

**If you have questions about this policy or your data:**

-  **Email: [nzagres@gmail.com](mailto:nzagres@gmail.com)**
-  **Developer: Nicholas Zagres**