Privacy Policy

Last Updated Date: July 6, 2024 (Version 1.0)

This Privacy Policy outlines how PinkDetect Inc. ("we," "our," or "us") collects, uses, and protects the information of those interacting with our Service — referred to here as "you" or "your." This includes users who subscribe to or use the PinkDetect mobile application, unless specified otherwise.

We encourage you to thoroughly review this Privacy Policy to understand our practices. By using PinkDetect, you acknowledge and accept the terms and conditions outlined herein. We recognize the significance and sensitivity of your personal information and sincerely thank you for entrusting us with it. If you have any questions regarding this policy, please do not hesitate to contact us at info@pinkdetect.com.

This Privacy Policy applies exclusively to our online activities and is valid for visitors to our app with regard to the information that they share and/or collect in PinkDetect. This policy does not apply to any information collected offline or via channels other than this application.

INFORMATION WE COLLECT

We collect personal information that you provide to us under clearly defined circumstances. The specific reasons for collecting your personal information will be disclosed to you at the point we request it.

Direct Communications: If you contact us directly, we may collect additional information about you, such as your name, email address, phone number, and the details of any messages or attachments you send us. This information helps us address your inquiries comprehensively.

Account Registration: When you register for an account with us, we request certain contact details including your name, college name, email address, and telephone number to create and manage your account effectively.

Health Assessments: Our in-app questionnaire may ask for additional health-related information such as your weight, height, and any known genetic mutations to assess your breast cancer risk. Participation in this detailed health assessment is optional, and you may choose to skip these questions if you prefer not to disclose this information.

HOW WE USE YOUR INFORMATION

We utilize the information collected through our services in several ways to enhance your experience and ensure the effective operation of our app:

- Service Provisioning: To provide, operate, and maintain our app, ensuring it functions smoothly for all users.
- App Enhancement: To improve, personalize, and expand our app, adapting it to better meet user needs and preferences.
- Innovation: To develop new products, services, features, and functionality that enhance user engagement and satisfaction.

- Communication: To communicate with you, either directly or through our partners. This includes providing customer service support, sending updates about the app, and informing you of marketing and promotional opportunities that may interest you.
- Email Notifications: To send you emails regarding your account, our services, or promotional communications which you have the option to opt out of.
- Security Measures: To detect and prevent fraudulent activities to protect you and our service.

COOKIES AND SOFTWARE DEVELOPMENT SKIDS (SDKs)

Like many apps, PinkDetect utilizes 'cookies'—small data files stored on your device to enhance user experience. These cookies collect information including your preferences and the pages you have accessed within our app. This data helps us optimize your experience by customizing app content based on your device type and other relevant information.

By using the PinkDetect app, you consent to our use of cookies as outlined in this policy. If you prefer not to allow cookies, you may be able to adjust your device's settings to disable them. However, disabling cookies might affect the functionality and personalization features of our app.

THIRD-PARTY PRIVACY POLICIES

PinkDetect's Privacy Policy does not extend to external advertisers or websites linked through our app. We recommend that you review the Privacy Policies of these third-party entities to understand how they collect, use, and protect your personal information. This will provide you with a comprehensive understanding of the data handling practices you may encounter while interacting with these third parties.

SECURITY OF YOUR INFORMATION

We implement a variety of security measures aimed at safeguarding your personal information from unauthorized access and misuse. However, it's important to recognize that no method of transmission over the internet, or method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security. As such, we do not assume liability for any unintentional disclosure of your information.

By using PinkDetect or providing your personal information to us, you consent to receive electronic communications from us regarding security, privacy, and administrative issues related to your use of PinkDetect.

DIGITAL MILLENNIUM COPYRIGHT ACT (DMCA) GUIDELINES

- Delete Data: You have the right to request the deletion of all or part of your personal data from our systems. This may be applicable if the data is no longer necessary for the services provided to you.
- Change or Correct Data: You can directly edit your personal data through your account settings. Additionally, you may request us to modify, update, or correct your data, especially if it is inaccurate.

To request data deletion, correction, or any other data-related services, please contact us at info@pinkdetect.com using the email account registered with your PinkDetect account.

YOUR RIGHTS OVER YOUR INFORMATION AND QUESTIONS OR SUGGESTIONS

If you wish to access, correct, restrict our processing of, or delete any personal information you have provided to us through your use of the PinkDetect app or otherwise, or if you have suggestions for improving this Privacy Policy, please reach out to us at info@pinkdetect.com.

CHANGES TO OUR PRIVACY POLICY AND PRACTICES

We regularly update our Privacy Policy to reflect changes in our practices related to the PinkDetect app. Any modifications will be announced within the app, and the updated policy will take effect immediately upon its announcement. We encourage you to check the app regularly to stay informed about how we protect your information and to be aware of any changes.