Privacy Policy

NameMe | Effective Date: October 16, 2026

1. Overview

This Privacy Policy describes how NameMe ("we," "our," or "the app") handles your information. NameMe is designed with privacy as a foundational principle: your personal contacts, tags, and notes remain private and stored locally on your device. We collect only anonymous, aggregate analytics to understand general user flows and improve app features.

2. Information We Collect

Personal Contact Data (Never Collected or Transmitted)

NameMe does not collect, transmit, or store any personal contact information. Specifically:

- **No Personally Identifiable Information (PII):** We never collect or transmit the actual names of people you add, tag names, descriptions, or personal notes.
- **No Account Required:** No registration, login, email address, or phone number is ever required to use the app.
- **All Contact Data Remains on Device:** Your contacts, relationships, and tags are stored strictly in your device's local database.

Anonymized Usage & Analytics Data

To help us understand app performance, diagnose usability issues, and improve features, NameMe uses **Google Firebase Analytics** to collect non-personally identifiable, aggregated telemetry. This includes:

- **Aggregated Counts & Character Lengths:** General quantities such as total number of saved contacts and tags, tag usage frequencies, and character lengths of names and tags (e.g., "name length: 12 characters"). We never transmit the text of the names or tags themselves.
- **Screen Views & Navigation:** Which screens within the app are visited (e.g., Home Screen, Find Name, Tags Overview, Settings).
- **Interface Interactions:** Anonymous user interactions with buttons and navigation controls (e.g., tapping search filters, opening tag details).
- **Feature Usage:** Frequency of data backup and restore actions, and interactions with the in-app rating prompt (e.g., whether a milestone was viewed or dismissed).
- **Technical Device Diagnostics:** Standard, non-identifying technical information automatically collected by Firebase Analytics, such as device model, operating system version, app version, language preference, and general region/country.

3. Offline-First Design & Network Access

NameMe is designed to function seamlessly offline:

- All core features—creating, searching, editing, and viewing contacts and tags—are fully functional without an internet connection.
- Internet access is used exclusively by the Google Firebase Analytics SDK to transmit anonymous usage statistics when a network connection is available.
- If you use the app while offline, your app experience is uninterrupted.

4. Data Storage & Security

- **Local Storage:** All your personal entries (names, tags, connections) are stored locally on your device using encrypted, sandboxed app storage provided by your mobile operating system.
- **In-Transit Protection:** Any anonymous analytics telemetry transmitted to Firebase is encrypted in transit using industry-standard Transport Layer Security (TLS/HTTPS).
- We recommend keeping your device's operating system updated and maintaining device lock protections (PIN, fingerprint, or passcode) to protect locally stored data.

5. Backup & Restore

NameMe provides a backup and restore feature allowing you to export your data to a file or import data from a previously created backup:

- Backup exports are created locally on your device under your explicit direction.
- You choose where backup files are saved (e.g., local storage or your private cloud storage).
- We do not have access to, host, or inspect any of your backup files.

6. Third-Party Services

NameMe does not sell your data or integrate with third-party advertising networks. The only third-party service integrated into NameMe is:

- **Google Firebase Analytics (Google LLC):** Used solely for anonymous app usage analysis. Information handled by Google is subject to the Google Privacy Policy and Firebase Privacy Information.

7. Children's Privacy

NameMe does not knowingly collect personal information from children under the age of 13 (or under the applicable age in your jurisdiction). Because no personal information or contact details are collected by our app, NameMe is safe for general audiences.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When updates occur, the "Effective Date" at the top of this document will be updated. We encourage you to review this policy periodically. Continued use of NameMe following any changes constitutes your acceptance of the revised policy.

9. Contact Us

If you have any questions, feedback, or concerns regarding this Privacy Policy or NameMe's privacy practices, please contact us at:

- **Email:** NameMeApp@gmail.com